

DOCUMENT RESUME

ED 134 184

IR 004 357

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TITLE A Survey of Audiovisual Resources in Selected California Public Libraries and Library Systems.
PUB DATE May 75
NOTE 160p.
EDRS PRICE MF-\$0.83 HC-\$8.69 Plus Postage.
DESCRIPTORS Audiovisual Aids; *Audiovisual Programs; Data Analysis; *Evaluation Criteria; Guidelines; Library Expenditures; *Library Networks; Library Research; Library Services; *Library Standards; *Library Surveys; National Libraries; Program Evaluation; *Public Libraries; Questionnaires
IDENTIFIERS California

ABSTRACT

A survey was conducted to determine if California public libraries and systems serving 150,000 or greater populations met certain audiovisual standards established by the American Library Association (ALA). Fourteen public libraries and 11 systems responded to questions covering the criteria. Half the public libraries and the majority of systems met only 44.4% and 30.8%, respectively, of the standards. Based on data analysis major conclusions were: (1) inconsistencies exist in audiovisual services, materials, staffing, financing,, and space; (2) audiovisual materials and equipment appear to be inadequately financed; (3) collections need size increase and more diversified resources; (4) audiovisual staffing procedures differ, with most libraries and systems understaffed; (5) inconsistencies exist in audiovisual services to the public; (6) audiovisual materials are used in children's services extensively but with variation; and (7) although financial problems exist, librarians have positive attitudes toward audiovisual resources. It was recommended that more comprehensive studies be conducted of libraries serving populations of both more than 150,000 and less than 150,000 and that the California Library Association either adopt the audiovisual standards of ALA or create its own original guidelines for use in planning and evaluation. Data are presented in tables; a bibliography and the survey questionnaire are attached. (KP)

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**A SURVEY OF AUDIOVISUAL RESOURCES
IN SELECTED CALIFORNIA
PUBLIC LIBRARIES AND
LIBRARY SYSTEMS**

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
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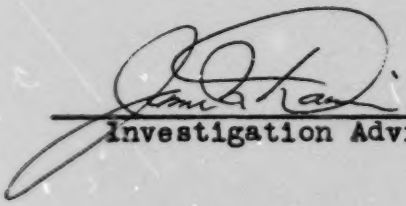
A Research Paper

Submitted to Complete the

Plan B. Requirements in

407-722

Problems in Audio-Visual Communications


Investigation Adviser

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TABLE OF CONTENTS

	Page
LIST OF TABLES	v
Chapter	
I. INTRODUCTION TO THE STUDY	1
STATEMENT OF THE PROBLEM	1
PURPOSE OF THE STUDY	3
METHOD OF THE STUDY	4
SCOPE AND LIMITATIONS	6
DEFINITION OF TERMS	6
II. REVIEW OF THE LITERATURE	9
NATIONAL LIBRARY STANDARDS	9
CALIFORNIA LIBRARY STANDARDS.....	14
NATIONAL LIBRARY SURVEYS	23
CALIFORNIA LIBRARY SURVEYS	27
NEW YORK LIBRARY SURVEYS	35
SUMMARY	37
III. METHOD OF THE STUDY	39
SELECTION OF SUBJECTS	39
INSTRUMENTATION	40
ADMINISTRATION OF THE QUESTIONNAIRE	41
Rate of Return	42
Method of Analysis	44
IV. ANALYSIS OF THE DATA	45
PROFILE OF THE PARTICIPANTS	45
BUDGET	48

	111
	Page
Allocation for AV Materials	48
Repair and Replacement	51
16mm Film Service	53
MATERIALS	56
16mm Film Collections	56
Sound Recordings	65
8mm Films and Filmstrips	72
Slides	73
Videotapes	75
AV Materials of Local Interest	75
PERSONNEL	76
Audiovisual Staffing Requirements	76
AV Specialist	83
First Assistant	88
Technician	89
SPACE	92
16mm Film Operations	92
Public Meeting Rooms	94
Service Points	95
SERVICES	99
Guidance	99
Training in Use of Equipment	100
AV Borrowing	101
Referral	102
AV Reference Tools	103
Preview Area	104

	iv
	Page
Catalogs	105
Inter-Library Loan	108
CHILDREN'S SERVICES	109
PHILOSOPHY OF AV	111
V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	117
SUMMARY	117
Statement of the Problem	117
Purpose of the Study	118
Method of Study	119
Findings	120
CONCLUSIONS	130
RECOMMENDATIONS	137
BIBLIOGRAPHY	141
APPENDIX A PARTICIPANTS IN STUDY	145
APPENDIX B QUESTIONNAIRE	147
APPENDIX C LETTER TO PARTICIPANTS	152
APPENDIX D FOLLOW UP LETTER TO PARTICIPANTS	153

LIST OF TABLES

Table	Page
1. Comparison of Participating Public Libraries by Population and Area Served	46
2. Comparison of Participating Library Systems by Population and Area Served	47
3. Percentage of Public Libraries' Materials Budgets Allocated for Audiovisual Materials	49
4. Percentage of Library Systems' Materials Budgets Allocated for Audiovisual Materials	50
5. Percentage of Public Libraries' AV Materials Budgets Allocated for Repair and Replacement	51
6. Amount Spent by Public Libraries on Equipment in Establishing 16mm Film Service	54
7. Amount Spent by Library Systems on Equipment in Establishing 16mm Film Service	55
8. 16mm Film Collections in Public Libraries	57
9. 16mm Film Collections in Library Systems	59
10. Annual Additions to 16mm Film Collections in Public Libraries	62
11. Annual Additions to 16mm Film Collections in Library Systems	64
12. Collections of Sound Recordings in Public Libraries	66
13. Collections of Sound Recordings in Library Systems	68
14. Nonmusical Audio Collections in Public Libraries	70
15. Nonmusical Audio Collections in Library Systems	71
16. Recommended Staff Size for Public Libraries ..	79
17. Recommended Staff Size for Library Systems ...	81

18. Degrees and Experience of AV Specialists in Library Systems	85
19. Technicians in Library Systems	90
20. Space Available for 16mm Film Service in Library Systems	93
21. Public Meeting Rooms in Library Systems	94
22. Space for AV Programs in Member Libraries in Library Systems	96
23. Space for AV Programs in Branches of Public Libraries	97

CHAPTER I

INTRODUCTION TO THE STUDY

All types of libraries, including public libraries, have the responsibility to "provide resources in all those media which will best establish communication with every potential library patron."¹ The American Library Association, in its Guidelines for Audiovisual Materials and Services for Public Libraries, established criteria for evaluating audiovisual resources in public libraries serving populations of 150,000 or more.² It is imperative to study the relationship between audiovisual resources in public libraries and the standards in the ALA Guidelines....

STATEMENT OF THE PROBLEM

The value of audiovisual resources in public libraries has been recognized by the American Library Association standards since 1943 and in California Library

¹Warren B. Hicks, Developing Multi-media Libraries (New York: Bowker, 1970), p. xi.

²American Library Association. Public Library Association. Audiovisual Committee, Guidelines for Audiovisual Materials and Services for Public Libraries (Chicago: American Library Association, 1970)

Association standards since 1953. Comprehensive surveys of public libraries on the national and state levels have referred to AV resources for the past twenty five years. Surveys of specific AV materials such as sound recordings, 16mm films and 8mm films have been conducted on both the national and state levels.

Because the Audiovisual Committee of the American Library Association considered separate AV standards for public libraries a pressing national need, a set of such standards was developed and was published by ALA in 1970. Since the publication of these standards, no reference has been found to research evaluating public library AV resources on the national level on the basis of the ALA Guidelines.... The only reference found to research on a state level was Ralph Folcarelli's study of nineteen New York State library systems in which he included an evaluation of the systems on the basis of nine of the standards in the ALA Guidelines....³ Reference is made to these standards in the study of the San Francisco Central Library with regard to financial planning for AV materials.⁴

³Ralph J. Folcarelli, A History and Description of Audiovisual Services and Programs of the Public Library Systems of New York State, 1950-1970 (Ann Arbor: University Microfilms, 1972)

⁴John S. Bolles Associates and Arthur D. Little, Inc., The Urban Central Library: Development Alternatives for San Francisco (Washington, D.C., Department of Housing and Urban Development; San Francisco Public Library Commission, 1970)

Limited data is available on which to evaluate the public libraries serving 150,000 or more people in California and the California library systems concerning whether they were meeting ALA standards regarding public library AV resources and services in the ALA Guidelines.... The statistics contained in the annual Winter issue of News Notes of California Libraries do not provide sufficient data in relationship to the ALA Guidelines... to provide a source for a comprehensive evaluation of California public libraries and library systems with regard to the AV standards.

More complete data is needed to evaluate the AV resources and services in the California public libraries and California library systems, in order to provide for meaningful planning for their future development.

PURPOSE OF THE STUDY

The purpose of this study was to determine whether California public libraries serving populations of 150,000 or more and the California library systems were meeting certain criteria established by the American Library Association in the Guidelines for Audiovisual Materials and Services for Public Libraries.

The specific objectives of the study were to identify the following factors in the California public

libraries and California library systems surveyed:

1. The extent to which holdings of audiovisual materials met ALA standards.
2. The scope of AV services in relation to certain ALA standards.
3. Whether AV services were staffed adequately in relation to ALA standards.
4. The relation of expenditures for AV resources to ALA standards.
5. Whether certain ALA standards regarding space in AV services were met.
6. The relation of nonprint media to children's services.
7. The attitudes of Public Library Directors and Library System Chairmen toward AV resources and services.

In planning for the future needs of public libraries and library systems in California, the study of present resources and their relationship to the ALA Guidelines... is necessary. It is hoped that the data derived from this study will aid in providing a basis for the planning required to meet the needs of California public libraries and the California library systems in the audiovisual field.

METHOD OF THE STUDY

This study was compiled through a review of

literature, a survey and an analysis of the results of that survey. Literature was reviewed in related areas. Standards for public libraries which were issued by both the American Library Association and the California Library Association were studied to trace the development of provisions related to audiovisual resources. Relevant national and state surveys were also reviewed.

A survey was conducted during the summer and fall of 1974. A questionnaire was chosen as the instrument for this study. The questionnaire was mailed to the twenty-one California public libraries which serve populations of 150,000 or more and the twenty-one California library systems. All of these library systems serve populations larger than 150,000. The survey instrument was based on certain standards included in the ALA Guidelines for Audiovisual Materials and Services for Public Libraries.

Each copy of the questionnaire was accompanied by a cover letter and mailed to the Director of each public library or Chairman of each library system included in the survey. A follow up letter was sent to each Library Director or System Chairman who did not reply within two months.

The data was tabulated and analyzed according to the frequency of responses to each item. The findings of the survey were compared to the standards in the ALA Guidelines.... Conclusions and recommendations were then

formulated.

SCOPE AND LIMITATIONS

The scope of this study was limited to California public libraries which served populations of 150,000 or more and the California library systems.

The survey instrument was based on standards in the ALA Guidelines... which were applicable to public libraries and library systems. These guidelines contain seventy-one standards related to audiovisual materials and services. Six standards involve state libraries and the federal government. The remaining sixty-five standards are concerned with public libraries and library systems.

Twenty-six of these criteria relating to libraries and systems provided the bases for thirty-six of the forty questions in the survey instrument. Thus, 40% of the standards concerning libraries and systems are surveyed in this study. Eighteen of the twenty-six standards are related to both libraries and systems. The other eight standards concern only library systems.

Conclusions and analyses were made solely on the basis of the data obtained from this survey.

DEFINITION OF TERMS

For the purpose of clarity, the following terms and abbreviations are defined:

ALA: American Library Association.

ALA Guidelines...: This abbreviated form of the American Library Association Guidelines for Audiovisual Materials and Services for Public Libraries will be used throughout this paper for the sake of efficiency. The complete title will be used and cited completely in a footnote when it is initially used in each chapter.

CLA: California Library Association.

Library System: The definition used in this study is that which legally applies to the "implementation of the Public Library Services Act of 1963."⁵ It is set forth in the California Education Code Division 20, Chapter 1.5, Article 5, Section 27125, which states:

"A library system may consist of any of the following systems:

(a) A library system consisting of a library operated by a single public agency.

(b) A consolidated library system, in which two or more public agencies consolidate their libraries to form a single library.

(c) A co-operative library system in which two or more public agencies enter into a written

⁵"California Libraries Annual Statistics," News Notes of California Libraries, 69(Winter, 1974), 14.

agreement to implement a plan of service for the agencies so contracting."⁶

The California library systems established under the Public Library Services Act of 1963 are listed in the 1974 Winter Issue of the News Notes of California Libraries.⁷

PLA: Public Library Association. A division of the American Library Association.

Public Library: "Includes city, county and district libraries which have been legally established by public officials, are supported by income from taxation or other public funds, and have their own trustee or other civil governing body."⁸ A listing of California public libraries is included in the Winter, 1974 News Notes of California Libraries.⁹

⁶California State Library, California Library Laws, 1974 (Sacramento: California State Library, 1974), p. 68.

⁷"Directory of California Library Systems," News Notes of California Libraries, 69 (Winter, 1974), 232-233.

⁸"California Libraries Annual Statistics," loc. cit.

⁹"Directory of California Public Libraries," News Notes of California Libraries, 69 (Winter, 1974), 226-231.

CHAPTER II

REVIEW OF THE LITERATURE

The purpose of this study was to determine whether California public libraries serving populations of 150,000 or more and the California Library Systems were meeting certain criteria established by the American Library Association in the Guidelines for Audiovisual Materials and Services for Public Libraries.¹⁰ Public library standards adopted by the American Library Association and by the California Library Association were studied in relation to audiovisual resources. Relevant national and state surveys were also reviewed.

NATIONAL LIBRARY STANDARDS

The role of audiovisual resources in public libraries was recognized by the American Library Association as early as 1943 when the Association established minimum standards for library service.

Every American resident should therefore have

¹⁰American Library Association. Public Library Association. Audiovisual Committee, Guidelines for Audiovisual Materials and Services for Public Libraries (Chicago: American Library Association, 1970)

access to a public library capable of providing him with the materials by means of which ideas are communicated. These include books, periodicals, pamphlets, newspapers, maps, pictures, films and recordings.¹¹

Three other references were made to these nonprint materials in the 1943 standards which also recognized the desirability of small "meeting rooms...for such educational activities as...film forums, radio and record listening...."¹²

In 1956, when the 1943 standards were revised, the American Library Association again recognized the role of AV resources.

The library should make available to its users not only books but pamphlets, documents and periodicals, films,¹³ tapes, discs and other non book materials as well.

In addition to the specific nonprint materials cited above, the 1956 standards subsequently specify "slides...and the various forms of microreproduction."¹⁴

This document also specified quantitative standards. "Two hundred and fifty films and fifteen hundred long-playing records are also basic necessities" to a "system

¹¹ American Library Association. The Committee on Post-War Planning, Post-War Standards for Public Libraries (Chicago: American Library Association, 1943), p. 21.

¹² Ibid., p. 63.

¹³ American Library Association. Public Libraries Division. Co-ordinating Committee on Revision of Public Library Standards, A Plan for Better Public Library Service (Chicago: American Library Association, 1956), p. 5.

¹⁴ Ibid., p. 10.

of libraries serving up to 100,000 people."¹⁵ "Suitable rooms...for record listening and other activities"¹⁶ were also recommended in the 1956 standards.

In 1966, ALA adopted standards for public library systems in which the importance of audiovisual resources was amplified.

The public library as an institution exists to provide materials which communicate experience and ideas from one person to another. Its function is to assemble, organize, preserve, and make easily and freely available to all people the printed and non-printed materials.... To provide a reservoir of knowledge and aesthetic enjoyment which supplies inquiring minds, library materials include a variety of forms: ...pictures, films, slides, filmstrips, music scores, maps, recordings, various forms of microreproduction.¹⁷

One of the "guiding principles"¹⁸ in this document states that "the collection of the public library should be inclusive and contain materials which contribute to the library's purpose without regard to form."¹⁹ The role of a wide variety of AV materials in public library systems is discussed along with certain quantitative standards for films and recordings.²⁰ These standards also urged that physical facilities should be planned with provision for

¹⁵Ibid., p. 11. ¹⁶Ibid., p. 15.

¹⁷American Library Association. Standards Committee and Subcommittees of the Public Library Association, Minimum Standards for Public Library Systems, 1966 (Chicago: American Library Association, 1967), p. 36.

¹⁸Ibid., p. 12. ¹⁹Ibid., p. 39.

²⁰Ibid., pp. 44-45.

AV programming.²¹ Repeated references are made throughout this document to the role of AV resources and services in public library systems.

In 1973, the Public Library Association presented working papers from the Task Forces of its Standards Committee. These working papers, while not library standards, did present "the new direction in which the PLA Standards Committee is moving as it attempts to delineate goals and establish priorities that relate to a changing society."²²

The Task Force on Adult Services stated in its working paper that "the public library should...gather materials, both print and nonprint, on all subjects of interest to the community."²³ The role of audiovisual resources and services is also included in the working papers on Young Adult Services and Children's Services.

The development of national public library standards related to audiovisual resources culminated in a separate set of AV standards published in 1970 by the American Library Association. "AV standards for public libraries was unanimously considered the most important need

²¹Ibid., p. 61

²²"Community Library Services - Working Papers on Goals and Guidelines," Library Journal, 98 (September 15, 1973), p. 2605.

²³Ibid.,

nationwide"²⁴ by the AV Committee of PLA in 1968.

Among the Public Library AV Directors who developed these standards was William Speed of the Los Angeles Public Library.²⁵ The AV standards were patterned after the Minimum Standards for Public Library Systems, 1966.²⁶

The AV standards contained in the ALA Guidelines... were specifically designed to

serve as a yardstick for public libraries and library systems, serving populations of 150,000 or more, who wish to establish AV services or to strengthen their existing collections and services.²⁷

Three basic assumptions were made throughout the standards in reference to AV services which point out the importance of AV resources in public libraries.

1. Librarians are concerned with the products of the life of the imagination, the intellect and the spirit of man.
2. All formalized communication formats are of interest to librarians.
3. Audiovisual materials and services should have equal weight, equal concern, equal familiarity, and equal support of library administrations and staff to those of printed materials. Integration of planning and programs regardless of the subject, format, or age level served is required for the library to continue as a relevant agency.²⁸

The AV Committee which drew up this initial set

²⁴ALA, Guidelines..., op. cit., p. vii.

²⁵Ibid., p. viii. ²⁶Ibid., p. 1.

²⁷Ibid. ²⁸Ibid.

of AV standards recommended unanimously in the ALA
Guidelines... that

because the new communications resources are evolving and changing to such an extent...any guidelines for audiovisual resources in public libraries must be expanded or revised every three years.²⁹

It was announced in January 1975 that

the PLA Audio Visual Committee has completed new audio visual guidelines for small and medium-sized public libraries and revised audio visual guidelines for large library systems.³⁰

In addition to general public library and system standards, the American Library Association has also established standards for specific types of library services. Standards for Children's Services also recognized the importance of audiovisual resources in the public library.

Other materials are essential for providing full cultural and educational experiences. These include such materials as...pictures, recordings, films, filmstrips, and slides.³¹

CALIFORNIA LIBRARY STANDARDS

In 1953, public library standards were first

²⁹Ibid., p. 2.

³⁰"Audio-Visual Committees," PLA Newsletter, 13 (January, 1975), 11.

³¹American Library Association. Public Library Association. Subcommittee on Standards for Children's Service, Standards for Children's Services in Public Libraries (Chicago: American Library Association, 1964), p. 21.

developed and adopted by the California Library Association.³² These standards, which defined "only minimum adequacy"³³ for library systems, contained four references to AV resources. Among the materials which should be contained in a library system usually serving 100,000 or more were

Audio-Visual materials, which in the case of films should be supplied in most cases by membership in an inter-system film distribution circuit.³⁴

Standards were revised in 1958 "in terms of changing needs, and also in relation to the national standards adopted by the American Library Association in 1956."³⁵ The wording of the 1953 entry about AV materials was changed to

Audio-Visual materials, which in the case of films may be supplied by membership in an inter-system film distribution circuit.³⁶

In both the 1953 standards and the 1958 revision, the initial reference to AV materials under "standards of materials" is the same.

³²California Library Association, "Public Library Service Standards for California," News Notes of California Libraries, 58 (Spring, 1963), 300.

³³California Library Association, "Public Library Service Standards for California," News Notes of California Libraries, 48 (July, 1953), 377.

³⁴Ibid., p. 378.

³⁵CLA, "Public Library Service Standards....," 1963, p. 300.

³⁶Ibid., p. 293

Library materials, as here defined, include books pamphlets, documents, magazines, newspapers, maps, pictures, music, recordings, films, and the several media currently being developed to preserve and transmit print in compact form, such as microfilm and microprint.^{37, 38}

However, the recommended size of the film collection and the record collection was revised in 1958. In 1953, the standards called for the following sized collections.

The basic film collection for a library system or inter-system circuit should consist of at least 100-150 separate titles selected for out-of-school use, with an annual purchase of at least 30 films, including 15 to 20 new titles.

The basic collection of music and non-music recordings within a library system should consist of at least 750 separate titles, with an annual purchase of at least 120 new titles, in addition to replacements.³⁹

In 1958, these quantitative standards were increased except for the number of films recommended for annual purchase.

The basic film collection for a library system or inter-system circuit should consist of at least 250 separate titles selected for out-of-school use, with an annual purchase of at least 25 films, including 15 to 20 new titles.

The basic collection of music and non-music recordings within a library system should consist of at least 1,500 titles, with an annual purchase of at

³⁷ Ibid., p. 297.

³⁸ CLA, "Public Library Service Standards for California," 1953, p. 382.

³⁹ Ibid., p. 383.

17
least 300 new titles, in addition to replacements.⁴⁰

The final reference to AV materials in both the initial and revised standards was the current cost quotation for films and recordings. Neither version of the standards referred to inclusion of AV materials in the members of the system nor to an AV specialist although system specialists in other fields were recommended in both sets of standards.

"Public Library Service Standards for California are fundamental to the overall concept and the specific proposals of the Master Plan for Public Libraries in California adopted by the California Library Association in 1962."⁴¹ This master plan was a recognition by library leaders of the need for an "overall program" for California public libraries. This need had been pointed up by the recommendations of the California Public Library Commission in 1958.⁴²

According to the introduction to the Master Plan for Public Libraries in California:

Success in the continuous advancement and distribution of knowledge is predicated upon

⁴⁰ OLA, "Public Library Service Standards for California," 1963, p. 298.

⁴¹ Ibid., p. 300.

⁴² California Library Association, "A Master Plan for the Development of Public Library Service in the State of California," California Librarian, 29 (April, 1968), 102.

libraries large enough in size and range of collections to accomplish their purposes. Most of the public libraries in California not only fail to meet their obligations, but are falling backward.⁴³

The Master Plan for Public Libraries in California stated that "a program of service, clearly defined and focused on specific objectives, should be developed by each local library and library system."⁴⁴ One of the basic elements of this "program of service" would be materials. With regard to AV materials, this document pointed up both the value of AV resources in public libraries as well as the limitations of California public libraries with regard to AV materials.

Essential to filling the educational, informational, and inspirational needs of all citizens is the free availability in public libraries of comprehensive and vital collections of books, films, phonograph records, pictures and other recorded materials. Our complex culture and the challenges of modern living require that these be provided in quality and abundance. California libraries now suffer from serious deficiencies in their collections.⁴⁵

In 1965, Dr. Lowell A. Martin, formerly Dean of the Graduate School of Library Service at Rutgers University was commissioned by the California State Library "to make a state-wide study to determine the adequacy of current library resources, and to set goals and costs for library

⁴³ California Library Association, Master Plan for Public Libraries in California (Berkeley: California Library Association, 1962), p. 1.

⁴⁴ Ibid., p. 2. ⁴⁵ Ibid.

services to meet the future needs of the public."⁴⁶

In this report, he concluded that California had a "library lag."⁴⁷ "Dr. Martin outlined improved standards of services and materials, as well as a more comprehensive program than that provided in the 1962 Master Plan."⁴⁸

Dr. Martin recommended a "Statewide library structure to be composed of five related levels: local community libraries, reader subject centers, library systems, reference and research centers and State Library coordination."⁴⁹ In the study's minimum goals for "local community library services" Dr. Martin recommended:

not less than 2,000 sound recordings (with 250 added each year) in libraries serving 25,000 people, moving up to at least 5,000 recordings (and 1,000 added per year) in community libraries serving 100,000 people.⁵⁰

Minimum goals for "reader subject center libraries" included:

7,000 - 10,000 sound recordings, with at least 1,500 added per year...at least 500 educational films

⁴⁶CLA, "A Master Plan for the Development of Public Library Service in the State of California," 1968, pp. 102-103.

⁴⁷Lowell A. Martin and Roberta Bowler, Public Library Service Equal to the Challenge of California, Report to the State Librarian (Sacramento: California State Library, 1965), p. 7.

⁴⁸CLA, "A Master Plan for the Development of Public Library Service in the State of California," 1968, p. 103.

⁴⁹Martin, op. cit., p. 72. ⁵⁰Ibid., p. 32.

for use in the area.⁵¹

For the library systems, he urged "planned cooperative acquisition of specialized resources... such as films..."⁵²

The 1962 Master Plan for Public Libraries in California was revised and adopted by the California Library Association in 1967 as a result of Dr. Martin's report.⁵³ Levels of library services included in the 1967 Master Plan for the Development of Public Library Service in the State of California were the community libraries, area libraries, research libraries and the California State Library. No reference is made to AV materials in the discussion of the first service level, the community library. However, the area library is identified

as a primary source for non-book materials such as educational and informational films and a wide variety of phonograph records, tapes and other communications media.... The area library...will sponsor programs related to library materials including...film series, music appreciation.... When possible, the library should provide appropriate meeting rooms for library related groups and organizations. Such facilities may include film preview rooms, record and tape listening areas....⁵⁴

In 1969, the California Library Association adopted

⁵¹Ibid., p. 43. ⁵²Ibid., p. 76.

⁵³CLA, "A Master Plan for the Development of Public Library Service in the State of California," p. 103.

⁵⁴Ibid., pp. 105-106.

the Master Plan for Total Library Services to provide "a structure through which the individual may be provided unimpaired access to the entire library resources and services in the state."⁵⁵ This plan made two references to AV resources. The first reference concerned the acquisition of AV resources.

Working together in systems and in larger networks, libraries will cooperate in their programs of acquisition to purchase or otherwise acquire the largest possible range of titles of both print and non-print materials.⁵⁶

The other reference to AV resources was that "the development of...lists of...AV holdings" would be encouraged.⁵⁷

In 1971, the California Library Network: A Master Plan superseded the Master Plans of 1967 and 1969. The 1971 document emphasized "goals and structures." It was recommended that "unless or until separate standards are adopted for different types of libraries, California libraries should observe the applicable American Library Association standards."⁵⁸ The 1971 Master Plan referred to AV resources in the section on resource building in library systems.

⁵⁵ California Library Association, "Master Plan for Total Library Services," California Librarian, 31 (April, 1970), 108.

⁵⁶ Ibid.

⁵⁷ Ibid.

⁵⁸ California Library Association, "The California Library Network: A Master Plan," CLA Newsletter, xlii (December, 1971), 4.

Each library system should develop and implement a joint acquisition plan that embraces such elements as coordinated materials acquisition policies for all local libraries and their resource libraries.... The acquisition plan should not be limited to books and other printed materials but should include non-print media - audio records (as in discs and tapes), video records (as in films, slides, and tapes).... The recording media are being increasingly varied by technological extensions of the written word, the picture and the sound; and information networks of the future should be flexible enough to embrace all forms of record that convey useful information to people in all sectors of society, including the non-reading sectors.⁵⁹

AV resources are also referred to in relation to specialized systems.

In addition to geographical systems, specialized systems...are needed to exploit fully the total library resources of the state.... These systems may be based on ...common media interests such as films, recordings....⁶⁰

The CLA standards for Children's Services also recognized the importance of AV resources in public libraries.

The objective of public library service to children is to:...Make accessible for children and adults working with children a collection of books and audio-visual materials representing a broad range of interests, selected with the best professional judgment.... Provide guidance for children in the selection of books and other materials for viewing and listening.⁶¹

Audio-Visual Materials should include: a picture collection, recordings, films and slides of use to

⁵⁹Ibid., p. 14. ⁶⁰Ibid., p. 8.

⁶¹California Library Association. The Children's and Young People's Section, "Standards of Service to Children in Public Libraries of California," California Librarian, 23 (October, 1962), 197.

children and adults working with them. These materials should be housed in the children's room or in a section of the library readily accessible to children.⁶²

NATIONAL LIBRARY SURVEYS

"The American Library Association proposed to the Social Science Research Council, in 1946, that the Council 'conduct a thorough and comprehensive study of the American free public library.'⁶³ The Public Library Inquiry was funded by the Carnegie Corporation from 1947 to 1949. One of the reports of the Inquiry, The Information Film, was co-sponsored by the Twentieth Century Fund.

"The interest of the Inquiry in the documentary and factual film is natural because such films are an increasingly important part of the materials that the public library assembles and distributes."⁶⁴

According to The Information Film, there were only two public libraries which had film collections in 1940. In 1949, more than fifty public libraries had film collections. Many more were planning to start film collections.⁶⁵ Of the sixty public libraries surveyed in the Inquiry, twenty-eight libraries had film collections.⁶⁶

⁶² Ibid., p. 203.

⁶³ Gloria Waldron, The Information Film (New York: Columbia University Press, 1949), p. viii.

⁶⁴ Ibid., p. ix. ⁶⁵ Ibid., p. 14.

⁶⁶ Ibid., p. 214, 239.

The findings of this study are cited in the appendix to The Information Film.⁶⁷ Reasons cited by public libraries for not having film services were lack of funds, space and personnel.⁶⁸

In 1955, it was reported that two hundred and fifty public libraries were lending films. Some of these libraries were involved in film cooperatives.⁶⁹ In 1967, William Peters, Chief of the Educational Film Department of the Detroit Public Library, summed up the "advances made in providing audio-visual services in the public library"⁷⁰ in the phrase, "Little by little and bit by bit."⁷¹ He added "if libraries and librarians are to be - and they must be - full partners with all A-V agencies in this new era, the phrase should be revised to 'More and more, faster and better.'"⁷²

In 1972, the American Library Association published a feasibility study of proposed public library goals, A Strategy for Public Library Change. The developments in American public libraries from 1950 to 1970 were

⁶⁷ Ibid., pp. 229-240. ⁶⁸ Ibid., p. 234.

⁶⁹ Eugene A. Pringle, "Films in Public Libraries: Introduction," Drexel Library Quarterly, 2 (April, 1966), 94.

⁷⁰ William Peters, "Audio-Visual Materials in the Public Library," Library Trends, 16 (October, 1967), 249.

⁷¹ Ibid. ⁷² Ibid..

measured using the Public Library Inquiry as a gauge to ascertain the significance of the developments.⁷³

According to the Inquiry, "library collections are founded on the printed page, but should be supplemented by films, recordings and radio; also by lectures, forums, and discussion groups."⁷⁴

The sixty libraries which had constituted the sample of the Public Library Inquiry were surveyed again in 1970 and 1971. When queried about major developments since the Inquiry, seventeen respondents cited "the addition of new media" as being important to them.⁷⁵

A Strategy for Public Library Change discussed its findings regarding AV resources in public libraries.

Public libraries have also been reluctant to adopt other technological advances. Collections which are still limited to printed materials are anachronisms in a non-print world. In many public libraries non-print resources are still treated as an after-thought, a frill. Two technological resources with great promise at this time are the video-cassette and CATV with its potential for telecommunication as well as programming. Unless libraries make their interest known to these new industries and participate in the experimental stages the new opportunity may be lost.⁷⁶

⁷³American Library Association. Public Library Association, A Strategy for Public Library Change: Proposed Public Library Goals - Feasibility Study (Chicago: American Library Association, 1972), p. 11.

⁷⁴Robert Leigh, The Public Library in the United States (New York: Columbia University Press, 1950), p. 18.

⁷⁵ALA, A Strategy for Public Library Change, p. 15.

⁷⁶Ibid., p. 36.

The responses of the public libraries regarding what the goals of the public library should be were listed in six categories. The fourth category was "to collect and disseminate all kinds of informational, educational, and cultural materials including non-print resources."⁷⁷

In 1972, the Film Library Informational Council conducted a survey of the twelve hundred U.S. and Canadian subscribers to the Film Library Quarterly. This survey included film libraries in public libraries, special libraries and college libraries. From the findings of this survey and other data, it was postulated that "1,000 public library film collections" had an "average budget of \$20,000."⁷⁸

The National Commission on Libraries and Information Service was established by Congress and authorized by Public Law 91-345 to "promote research and develop activities which will extend and improve the nation's library and information handling capability as essential links in the national communications networks."⁷⁹ NCLIS reported in 1974:

while libraries have been reasonably active in acquiring audiovisual materials, there is still some

⁷⁷ Ibid., p. 46.

⁷⁸ Tom Brandon, "Film and the Public Library," Film Library Quarterly, 5 (Fall, 1972), 10.

⁷⁹ "A New National Program of Library and Information Service," Library Journal, 99 (February 15, 1974), 449.

reluctance to give the same attention to nonprint forms of information - like films, slides, filmstrips, audio cassettes, video tapes, video cassettes, and digital tapes - that libraries give to books.⁸⁰

CALIFORNIA LIBRARY SURVEYS

In 1953, the Recordings Committee, a sub-committee of the California Library Association Audio-Visual Committee, was working on basic standards for record librarians under the chairmanship of Mrs. Mary Pearson of the Long Beach Public Library.⁸¹ As a prelude to formulating standards, the Recordings Committee surveyed record librarians in thirty-three public libraries and seven college and university libraries. Ten of the public libraries served populations of over 100,000. The importance of the study was discussed in these terms.

California libraries are being watched by the entire library profession, as they attempt to formulate modern library standards. For this reason, it is especially important that current record-library practice be studied and made available to the California Library Association and the American Library Association.⁸²

The survey's findings included the inadequacy of

⁸⁰ Ibid., p. 450.

⁸¹ Mrs. Gene Hutchinson, "All in Four Years: A Report of CLA's Audio-Visual Committee," California Librarian, 15 (September, 1953), 26.

⁸² California Library Association. Audio-Visual Committee. Recordings Committee, A Survey of Record-Libraries in California (Long Beach: Long Beach Public Library, 1954), p. 1.

record budgets. "They average four per cent of the book budget, and range from zero (gifts only) to twenty-three hundred dollars."⁸³ It was also pointed out that "very few...tapes...are in library collections."⁸⁴

In discussing the card catalog, the study pointed out that "a separate card catalog for recordings was found in every library. In most cases this was the only place that indexed the records."⁸⁵

The 1953 Public Library Service Standards for California "were the basic criteria employed in the 1957-1958 survey of California public libraries carried out by the California Public Library Commission."⁸⁶ This temporary commission was established by the California Legislature in 1957 "for the purpose of measuring public library services and resources in relation to the standards."⁸⁷ "The great inequities of public library services in the state" were established by the Commission's study in statistical terms.⁸⁸

The Commission's study found that "audio-visual materials...are usually stocked and circulated by the

⁸³Ibid., p. 2. ⁸⁴Ibid. ⁸⁵Ibid., p. 4.

⁸⁶California Library Association, "Public Library Service Standards for California," News Notes of California Libraries, 58 (Spring, 1963), p. 300.

⁸⁷California Library Association, "A Master Plan for the Development of Public Library Service in the State of California," California Librarian, 29 (April, 1968), 102.

⁸⁸Ibid.

stronger libraries."⁸⁹ Using as their source, the January 1958 News Notes of California Libraries, the Commission study cited selected AV holdings of 195 California public libraries.

53 libraries, or 27%, report recordings with almost half of the number owning 1,000 or more discs. Motion picture films reported by 40 libraries, are most frequently available through the Northern or Southern Film Circuit, a cooperative venture in which libraries hold membership and through which they buy and borrow films. It is significant that a total audience of almost six million persons is reported by 34 of these libraries who compile such figures.⁹⁰

Slides and filmstrips...are reported by less than five per cent of the libraries.⁹¹

A survey of a four county area with Los Angeles as the nucleus was made in 1965 with Dr. Lowell Martin as consultant. Sixty public libraries were surveyed in this study.⁹² The Southern California survey was a companion study to Dr. Martin's report to the State Librarian, Public Library Service Equal to the Challenge of California. This survey inquired about the most pressing problems facing the public libraries in the Los Angeles metropolitan four county area. Inadequate audiovisual services ranked seventh

⁸⁹ California. Public Library Commission, Reports (Report Number One: General Reports and Tentative Recommendations) (Berkeley: California Public Library Commission, 1958), p. II-23.

⁹⁰ Ibid. ⁹¹ Ibid., p. II-24.

⁹² Martha Boaz, Strength through Cooperation in Southern California Libraries (Los Angeles: Los Angeles Public Library, 1965), p. 17.

among the twenty problems listed by the public libraries surveyed.⁹³ One of the cooperative efforts recommended by the study was an AV Center for the four county area.⁹⁴

The collections of films and phonograph records in the area's sixty public libraries were surveyed and then compared to the current ALA public library standards regarding films and recordings. Few libraries met the standards. Four libraries met the ALA standards concerning films.⁹⁵ One third of the libraries met the ALA standards regarding sound recordings.⁹⁶

In 1970, Peggy O'Donnell of the Bay Area Reference Center pointed out that there were few film libraries in the San Francisco Bay area.⁹⁷ In the same year, a study of the San Francisco Central Library was published. The purpose of this study, which was sponsored by the Department of Housing and Urban Development and the San Francisco Public Library Commission, was to document the need for a new main library. The impact of developing new services as well as extending existing services was considered. A comprehensive survey of the library's users was conducted. The top priority for change cited by this study was expansion of the book collection. The next priority regarded AV resources.

⁹³Ibid., p. 169. ⁹⁴Ibid., p. 30. ⁹⁵Ibid., p. 29.

⁹⁶Ibid., p. 30.

⁹⁷Peggy O'Donnell, "Viewing, Using and Making Films, Something for Everyone in San Francisco Workshop," Film Library Quarterly, 3 (Fall, 1970), 23..

Audio-visual equipment and special collections are second candidates for development. At the time of the survey the library lacked adequate audio-visual materials. Audio-visual equipment and materials are inadequate and scattered through various departments and many librarians feel frustrated at the inadequacy of the equipment, the difficulty of keeping it in repair, and the problems of making materials available to the public.⁹⁸

Regarding the Audiovisual Department, the survey reported its findings and recommendations.

Except for a limited collection of phonograph records, the library is unable to meet increasing demands for audio-visual services. The existing collection of records is decentralized to the subject departments, presenting problems of care and maintenance of the materials. Except for minimal facilities in the Art and Music Department there are no listening or viewing facilities available to the public for use on the premises. A full spectrum of audio-visual materials would include records, tapes, 16- and 8-mm films, videotape cartridges, filmstrips, and single concept films, with adequate control, storage and equipment for both circulation and on-site use of materials.

Significant developments in videotape cartridges for use in home-owned TV sets, which are on the immediate horizon, could result in important new demands for public library audio-visual materials. Audio-visual documentation of current events and cultural activities will be an increasingly important new form of developing special collections in local and regional history.

The existing main library building is inadequate to accommodate this important new expansion of public library services. We recommend that a separate department of audio-visual services be established in order to provide needed control, repair, and maintenance of materials and equipment, especially for films, audio

⁹⁸ John S. Bolles Associates and Arthur D. Little, Inc., The Urban Central Library: Development Alternatives for San Francisco, op. cit. p. 98.

tapes, and video cartridges. Decentralization of materials to subject departments on a selective basis, with maintenance responsibilities assigned to the Audio-Visual Department, is in our view the most reasonable course of action. We estimate that this department will need approximately 6800 square feet of space.⁹⁹

This survey also considered AV materials.

The current budget for audio-visual materials is minimal. Lack of budget and space in the existing main library limit collection building for these materials. However, by the time a new main library building is constructed, we would expect a substantial increase in the amount of money spent on these materials. Proposed Audio-Visual Guidelines, by the Public Library Association's Audio-Visual Committee, suggest that approximately 20% of the total materials budget should be spent on audio-visual collections and equipment. Given the minimal existing collection, it is to be expected that close to 20% of the total materials budget should be spent initially on these materials. However, for replacement of worn-out material and the purchase of additional material through the 1980s and the 1990s, it is possible that less than 20% of the total materials budget will be required for these materials.¹⁰⁰

...The most significant addition, not mentioned in the guidelines, is videotape cartridges, an important new development that could have a major impact on media collections. It is also conceivable that other new media forms will be developed in the future to replace or supplement materials listed....¹⁰¹

In addition to discussing AV resources in the San Francisco Public Library, this study also evaluated public libraries in general.

Audio-visual materials provide an area of growth with which large public libraries will soon have to cope. Progressive libraries are beginning to be known

⁹⁹Ibid., p. 171. ¹⁰⁰Ibid., p. 180.

¹⁰¹Ibid., p. 182.

as centers of all media, nonprint as well as print. School libraries and university libraries are ahead of public libraries in the effective use of audio-visual materials. In general, the buildings have not related to the integration of non-book and book materials, and staff have been heavily book oriented rather than information oriented. Audio-visual departments in most large public libraries have been held separate and have been film oriented, providing services to groups.

It is rare when a public library spends 20% of its budget for nonbook material and most spend well under 10%. Within five years, this will have changed radically and future facilities must accommodate these changes.¹⁰²

In 1972, the California State Library reported that "California libraries will not be significantly improved unless there is an increase in income for libraries resulting in an increase in book and nonbook resources."¹⁰³ Thus, the limitations of AV resources in California libraries was pointed out along with the funding problems related to the lag in development of AV resources.

In the annual Winter issue of the News Notes of California Libraries, Official Journal of the California State Library, are found tables of statistical data of certain AV resources in California public libraries. One table lists statistics related to sound recordings in the libraries. The other table contains statistics

¹⁰²Ibid., p. 203.

¹⁰³California State Library, Long Range Program, Library Services and Construction Act; California State Library, Fiscal 1973-1977 (Sacramento: California State Library, 1972), p. 28.

related to the libraries' holdings of other AV materials as well as equipment.

In preparing the data for the most recent Winter issue of the News Notes of California Libraries, Wes Doak, California State Library Audiovisual Consultant did "some preliminary tabulating of information provided"¹⁰⁴ by the public libraries. He reported:

between 91% and 100% of libraries have audiodisc recordings.

81% and 90% have in-house motion picture showings, some microforms, and pamphlet files.

71% and 80% have audio cassettes, and cooperatives to obtain motion pictures.

61% and 70% have maps and globes, 16mm motion pictures, 8mm or Super 8mm motion pictures.

51% and 60% have art works of some sort.

41% and 50% have picture files, filmstrips and long-term loan motion pictures.¹⁰⁵

In 1974, Joseph W. Palmer of the Division of Library Science at the California State University in Fullerton surveyed 186 California public libraries regarding their holdings of 8mm films and circulation

¹⁰⁴"California Library Statistics on Computer," From the State Librarian's Desk (November, 1974), 4.

¹⁰⁵Ibid.

policies related to this AV resource.. One hundred and fifty-three libraries responded to his survey. Eighty public libraries, or 52% of the libraries surveyed, did not own 8mm films.¹⁰⁶

In October, 1974, Donald Coombs of the Committee on Library Research, California Society of Librarians, listed library research projects in California, which were being conducted or which had recently been completed. No research was included which related to public library AV resources.¹⁰⁷

NEW YORK LIBRARY SURVEYS

Relevant surveys of AV resources in public libraries and library systems in New York State were conducted by Harold Goldstein and Ralph Folcarelli. Goldstein conducted a "survey of the role of the New York State Library in audiovisual activities at the state and system level."¹⁰⁸

¹⁰⁶ Joseph W. Palmer, "Eight Millimeter Circulation Policies and Ranganathan's First Law," California Librarian, 35 (October, 1974), 43-45.

¹⁰⁷ Donald Coombs, "Current Library Research in California," California Librarian, 35 (October, 1974), 5-11.

¹⁰⁸ Harold Goldstein, The Future Role of the New York State Library in Statewide Audiovisual Activities: A Survey with Recommendations (Urbana: Graduate School of Library Science, University of Illinois, 1963), p. 1.

Pertinent recommendations were made for both the State Library and the library systems.

Ralph Folcarelli made an in-depth study of nineteen New York State public library systems regarding their audiovisual services and programs from 1950 to 1970. This was the only study found in which standards from the ALA Guidelines for Audiovisual Materials and Services for Public Libraries were systematically utilized to evaluate library systems' AV resources. Much of the data in his survey was gathered through field interviews with the systems' administrators and AV specialists.

The public library audiovisual standards of the American Library Association have been used as a justification for budget requests, but little used to evaluate the AV service programs. They did, however, lend support to the concept of public libraries as audiovisual service agencies, and in that capacity they had some influence. Since new and rather specific ALA standards are available, and since they (and past standards) apparently played a role (albeit minor) in the establishment and development of audiovisual services, it is of interest to determine how many of the systems are currently meeting them. A number of the more objective and quantitative standards were selected for this cursory examination which appears in Table XXXIX. Only one standard--preparing a catalog--is being met by all 19 systems, and even this applies only to 16mm films. On the other hand, eight of the thirteen selected standards are met by fewer than five systems.... Generally, the larger systems and those with more highly developed audiovisual programs tend to use a larger variety of evaluation techniques (including published standards), and place a greater emphasis on their importance.¹⁰⁹

¹⁰⁹ Ralph J. Folcarelli, A History and Description of Audiovisual Services and Programs of the Public Library Systems of New York State, 1950-1970 (Ann Arbor: University Microfilms, 1972), pp. 795-797.

Mrs. Joan Clark was the Audiovisual Consultant of the New York State Division of Library Development when she chaired the Audiovisual Committee which drew up the ALA Guidelines.... Folcarelli stated "that the standards reflect the work of Mrs. Clark with the public library systems of New York as the New York State's DLD Audiovisual Consultant."¹¹⁰ However, in his conclusions, Ralph Folcarelli stated that

American Library Association AV standards play a minor role as a tool for evaluating AV collections and services because most systems found them to be unrealistic for measuring services at the system's present stage of development.

SUMMARY

The literature has revealed that the importance of audiovisual resources has been recognized by the American Library Association in standards since 1943. The California Library Association has included AV resources in standards and master plans since the initial standards in 1953. While both national and state standards have expanded their emphasis on public library audiovisual resources, surveys on both levels have pointed up deficiencies in AV resources in public libraries on the national and state level.

¹¹⁰Ibid., p. 118. ¹¹¹Ibid., p. 808.

More comprehensive evaluation of audiovisual resources
in public libraries in relation to current AV standards
should provide direction for future planning.

CHAPTER III

METHOD OF THE STUDY

The purpose of this study was to determine the availability and utilization of audiovisual media in public libraries and library systems in California serving populations of 150,000 or more. A questionnaire was selected as the survey instrument for this study.

SELECTION OF SUBJECTS

The subjects chosen for this study were the forty-two public libraries and library systems in California which serve populations of 150,000 or more.¹¹²

The study was confined to libraries and systems of this size because the survey instrument was based on the American Library Association's Guidelines for Audiovisual Materials and Services for Public Libraries.¹¹³ These ALA guidelines present standards whose purpose is:

to serve as a yardstick for public libraries and library systems, serving populations of 150,000 or more,

¹¹²See Appendix A.

¹¹³American Library Association. Public Library Association. Audiovisual Committee, Guidelines for Audiovisual Materials and Services for Public Libraries (Chicago: American Library Association, 1970)

who wish to establish AV services or to strengthen their existing collections and services.... These initial standards have been patterned after the Minimum Standards for Public Library Systems, 1966.... The standards of the American Library Association do not recommend formation of a library system for a population of under 150,000 and the rule has been adhered to here.¹¹⁴

A listing of the names and addresses of the public libraries and library systems serving 150,000 or more as well as the names of the Library Directors and Library System Chairmen was obtained from the California State Library's official journal.¹¹⁵

Twenty-one of the forty-two subjects surveyed were public libraries. The other twenty-one survey subjects were the California Library Systems established under the 1963 Public Library Services Act.

INSTRUMENTATION

A questionnaire¹¹⁶ was chosen as the survey instrument. The questionnaire, which was constructed specifically for this study, was based on the American Library Association's Guidelines for Audiovisual Materials and Services for Public Libraries.

¹¹⁴Ibid., pp. 1-2.

¹¹⁵"Directory of California Public Libraries and Library Systems," News Notes of California Libraries, 68 (Winter, 1973), 291-299.

¹¹⁶See Appendix B.

The forced response type questionnaire consisted of forty items. An additional page was included for comments. The first three questions involved: a.) the name of the library or system, b.) the size of the population served, and c.) the area in square miles served. Questions numbered four through six concerned financial expenditures for different aspects of the audiovisual services. The next four questions covered statistics of the holdings and circulation of specific audiovisual materials.

Questions eleven through fourteen involved facilities related to operations involved in 16mm films and in audiovisual programming. The next twelve questions concerned the audiovisual staff, their training and experience. Questions twenty-seven through thirty-eight involved various aspects of library audiovisual services.

The final two questions were designed in an open ended manner to elicit information pertaining to the use of audiovisual resources in children's services and the Library Director's or System Chairman's philosophy of audiovisual media in public libraries. An additional page was provided for comments.

ADMINISTRATION OF THE QUESTIONNAIRE

The questionnaire was mailed to the Directors

of the twenty-one California public libraries and to the Chairmen of the twenty-one California library systems serving populations of 150,000 or more. Each questionnaire was accompanied by a cover letter.¹¹⁷ A stamped, self-addressed envelope was enclosed for each library's or system's response.

Within two months, seventeen replies were received from the California libraries and systems surveyed. A second copy of the questionnaire was then mailed to each of the Library Directors or System Chairmen who had not responded to the first mailing. Each questionnaire was accompanied by a follow up letter.¹¹⁸ A stamped, self-addressed envelope was enclosed for each response. Within six weeks, eleven questionnaires were returned from the California libraries and systems surveyed.

Rate of Return

Of the twenty-eight questionnaires returned, twenty-five yielded usable results. One Library System Coordinator responded in a letter that the "Library System is a headquarters administrative office only. We do not have audiovisual materials or staff. Each of our member libraries has its own independent A-V Librarian, collection

¹¹⁷See Appendix C. ¹¹⁸See Appendix D.

and program." Enclosed was a list of the twenty-two member libraries so that they could be contacted directly.

Another System respondent answered that she was unable to complete the questionnaire. "We do not allocate a percentage of our System Grant for AV materials, but each individual Library does in their own Library budget. Unfortunately, I do not have their statistics. You would have to contact each one individually." Six public libraries were listed as members of this system.

None of the member libraries of either system were contacted since the population served by each public library was less than 150,000. Therefore, these individual public libraries did not fall within the scope of the survey.

A third library system responded to only five of the forty questions. Therefore, responses from three library systems did not yield usable data.

Responses were received from fourteen of the twenty-one California public libraries serving populations of 150,000 or more. Therefore, it was possible to survey 66 2/3% of the public libraries in this category. Usable responses from eleven of the twenty-one California library systems made it possible to survey 52.3% of the California library systems. All of the systems serve populations of 150,000 or more. The responses from twenty-five California public libraries and library systems made it possible to survey 59.5% of the combined total number of California

public libraries serving populations of 150,000 or more and the California library systems.

Method of Analysis

The data obtained from the returned questionnaires was tabulated according to the frequency of responses to each item. Frequency was compared with the total number of libraries and/or systems surveyed to determine the percentage..

Data was analyzed by constructing tables from items from the questionnaires. Interpretation was done by the observation of both number and percentage distribution.

After the data obtained from the survey was tabulated and analyzed, the findings were compared to recommended standards set forth by the American Library Association in the Guidelines for Audiovisual Materials and Services for Public Libraries.

CHAPTER IV

ANALYSIS OF THE DATA

The purpose of this study was to determine whether California public libraries serving populations of 150,000 or more and the California library systems are meeting certain criteria established in the ALA Guidelines for Audiovisual Materials and Services in Public Libraries.¹¹⁹

To secure this data, a listing of California public libraries serving populations of 150,000 or more and the California library systems was obtained. A questionnaire was mailed to the Director of each public library or to the Chairman of each library system included in the survey. The 59.5% return made it possible to analyze twenty-five questionnaires for the purpose of this investigation.

PROFILE OF THE PARTICIPANTS

The respondents in this study were the representatives of fourteen California public libraries and eleven California library systems. The controlled variable of the twenty-five participants was that they all served

¹¹⁹ American Library Association. Public Library Association. Audiovisual Committee, Guidelines for Audiovisual Materials and Services for Public Libraries (Chicago: American Library Association, 1970)

populations of 150,000 or more in California.

Table 1 indicates the variations in population served and the area in square miles served as reported by each public library in this study. Table 2 presents similar data reported by the library systems in this study.

Table 1

Comparison of Participating Public Libraries
by Population and Area Served

Population Served	Area in Square Miles Served
175,000	27
207,000	1,521
304,032	1,069
321,219	5,718
340,000	1,831
372,345	1,448
402,389	5,073
418,347	7,170
435,565	20,039
437,492	3,822
523,000	681
550,000	391
679,527	607
696,769	321

Table 2

Comparison of Participating Library Systems
by Population and Area Served

Population Served	Area in Square Miles Served
342,000	8,152
358,882	50
364,032	1,080
425,850	31,523
642,289	8,716
727,200	14,314
729,861	45
1,016,800	8,117
1,128,613	37,425
2,371,300	3,220
2,809,813	450

BUDGET

Allocation for AV Materials

The ALA Guidelines... recommends in standard 32 that "not less than 20 percent of the library's or system's materials budget be allocated for audiovisual materials."¹²⁰

The following table indicates that only two public libraries, or 14.3% of the public libraries surveyed, met this standard. One of these libraries allocated 20% of its materials budget for audiovisual materials. This was the minimum amount recommended in this standard. The other library exceeded the minimum amount recommended and allocated 33 1/3% of its materials budget for audiovisual materials.

Ten public libraries, whose audiovisual materials expenditures were below the recommended amount, allocated from .01% to 19.6% as depicted in table 3. One library reported that nothing was allocated from the materials budget for audiovisual materials. Another library did not respond with a percentage of the materials budget allocated for AV materials.

¹²⁰Ibid., p. 14.

Table 3

Percentage of Public Libraries' Materials Budgets
Allocated for Audiovisual Materials

% of Materials Budget Allocated for AV Materials	Number of Libraries Allocating that %
33 1/3%	1
20%	1
19.6%	1
12.1%	1
11%	1
10%	2
9%	1
4.2%	1
3%	1
2%	1
.01%	1
0	1
*NA	1

*Not Available

Table 4

Percentage of Library Systems' Materials Budgets
Allocated for Audiovisual Materials

$\%$ of Materials Budget Allocated for AV Materials	Number of Systems Allocating that $\%$
12%	1
8%	1
6%	1
5.7%	1
4.5%	1
2.3%	1
2%	2
.85%	1
NA	2

None of the systems which responded to this question, met the minimum allocation from the materials budget recommended for AV materials. Table 4 shows percentages ranging from .85% to 12% which the systems allocated from their materials budgets for AV materials.

Two public libraries and no library systems, or 8% of the combined total of libraries and systems surveyed, allocated the recommended percentage for AV materials.

Repair and Replacement

The ALA Guidelines... state in standard thirty-three that "nonprint resources need repair and replacements at the rate of 10-15 percent per year of the AV materials budget."¹²¹

Table 5

Percentage of Public Libraries' AV Materials Budgets
Allocated for Repair and Replacement

<u>% of AV Materials Budget Allocated for Repair & Replacement</u>	<u>Number of Libraries Allocating that %</u>
25%	1
20%	2
15%	1
5.26%	1
5%	1
0	2
NA	6

Table 5 shows that four of the public libraries in this study met or exceeded this standard. One public

¹²¹ Ibid.

library allocated the recommended 15% of the AV materials budget for repair and replacement. Two libraries allocated 20% for this purpose and a fourth library allocated 25% for repair and replacement. Thus, three libraries exceeded the recommended rate of 10% to 15%. Of the public libraries surveyed, 28.6% met or exceeded this standard.

Two public libraries allocated 5% and 5.26% for this purpose. Two other libraries allocated nothing for repair and replacement. Responses from the other six public libraries in this survey included such statements as "separate account," "no specific amount," "as needed," "not yet set," and "repair doesn't come out of AV budget."

The responses from the library systems surveyed, did not justify the inclusion of a table to illustrate their allocations of funds for repair and replacement. Only one system, or 9.1% of the library systems surveyed, allocated the amount recommended for repair and replacement. Two other systems allotted nothing and .1% respectively. The amount allocated for repair and replacement was not available from five of the systems surveyed.

The final three systems in the study responded with a variety of comments. One system stated that "repair does not come out of materials budget. It is considered a line item from lump sum given for all library equipment repair."

Another system responded "as needed." A third system answered that repair and replacement were financed by a "25¢ usage fee for each circulation."

Four public libraries and one library system, or 20% of the combined total number of public libraries and library systems surveyed, allocated the amount recommended by ALA for repair and replacement of nonprint resources or exceeded the recommended allocation.

16mm Film Service

According to standard 55 in the ALA Guidelines..., "for the establishment of library or systems service, a minimum of \$3,500 is required for equipment" related to 16mm films.¹²²

The following table shows that five public libraries, or 35.7% of those surveyed, exceeded this standard by spending amounts ranging from \$4,000 to \$12,000 for equipment in establishing a 16mm film service. One library, which spent \$3,000, fell below the recommended minimum by \$500. Other libraries responded that they each spent \$1,400 and nothing.

The expenditures for equipment for the establishment of 16mm film service were not available from six of the public libraries surveyed. One of the libraries responded

¹²²Ibid., p. 22.

that their projectors were purchased by funds from the library system to which it belongs or by the Friends of the Library group. Another Library's equipment consisted of "donations only as of now."

Table 6

Amount Spent by Public Libraries
On Equipment in Establishing 16mm Film Service

Amount of Money Spent	Number of Libraries Spending that Amount
\$12,000	1
\$10,350	1
\$6,300	1
\$5,977	1
\$4,000	1
\$3,000	1
\$1,400	1
0	1
NA	6

The following table shows that three systems, or 27.3% of those surveyed, exceeded the minimum recommended expenditure. Their expenditures were \$10,350, \$8,653, and \$4,500. Expenditures of 2 systems, below standard, were

\$1,400 and \$970. One system reported that it had spent nothing on equipment. The expenditures were not available from five of the systems including one system which stated that its Film Section was established in 1948.

Five public libraries and three library systems, or 32% of the combined total number of public libraries and library systems surveyed, exceeded the minimum amount recommended by the ALA Guidelines... for equipment for the establishment of 16mm film service.

Table 7

Amount Spent by Library Systems
On Equipment in Establishing 16mm Film Service

Amount of Money Spent	Number of Systems Spending that Amount
\$10,350	1
\$8,653	1
\$4,500	1
\$1,400	1
\$970	1
0	1
NA	5

MATERIALS

16mm Film Collections

Recommended minimum size. Standard 35 in the ALA Guidelines... established minimum standards for the size of 16mm film collections in public libraries and library systems.

"Minimum standards for the size of the collection are:

Population	No. of 16mm Prints	No. of 16mm Prints Added per Year
150,000- 299,999	300	30
300,000- 499,999	400	40
500,000- 749,999	600	50
750,000- 999,999	1,000	100
1,000,000-2,499,999	2,000	150
2,500,000-4,999,999	2,500	200
5,000,000 and over	3,000	200" ¹²³

¹²³Ibid., p. 15..

Table 8
16mm Film Collections in Public Libraries

Number of Films Recommended by ALA for Each Library	Number of Films Owned by Each Library	Difference in Standards and Holdings
600	700	+100
400	546	+146
400	520	+120
400	508	+108
400	1,000	+600
600	87	-513
600	10	-590
400	309	-91
400	75	-325
400	33	-367
300	262	-38
300	98	-202

The preceding table contains in the first column the number of films recommended by ALA for each of the public libraries on the basis of population served. The second column lists the actual number of 16mm films in the collection of each public library. The third column indicates the extent to which each library exceeded or fell below the recommended number of films. The number of films in excess of the standard is indicated by a plus sign. The number of films below the standard is indicated by a minus sign.

Table 8 illustrates that the 16mm film collections of five libraries, or 35.7% of the public libraries surveyed, exceeded the number of 16mm prints recommended by the American Library Association on the basis of population served.

The 16mm film collections of seven libraries, shown in this table, or 50% of the public libraries surveyed, did not meet the recommendations in the ALA Guidelines....

Two public libraries in this study are not represented in the preceding table. One library responded that the films it uses come from the library system to which it belongs. Another library stated that it had just started a film collection with the 1973-1974 budget.

Table 9
16mm Film Collections in Library Systems

Number of Films Recommended by ALA for Each System	Number of Films Owned by Each System	Difference in Standards and Holdings
400	508	+108
400	974	+574
2,000	2,410	+410
400	111	-289
400	176	-224
600	471	-129
600	520	-80
600	546	-54
2,000	214	-1,786
2,000	900	-1,100
2,500	2,216	-284

The preceding table is arranged as table 8 was arranged. Table 9 shows the extent to which the actual film collections in library systems surveyed exceeded or fell below the recommendations of the ALA Guidelines....

Three systems, or 27.3% of the library systems surveyed, exceeded the recommended standards for the size of the 16mm film collection based on population served. The other eight systems, or 72.7% of the library systems surveyed, did not meet the ALA recommendations regarding the size of their film collections based on population served.

Five public libraries and three library systems, or 32% of the combined total number of libraries and systems surveyed, exceeded the ALA standard with regard to the size of their 16mm film collections based on the population served.

Annual additions to 16mm film collections. The number of 16mm prints, which the ALA Guidelines... recommends should be added to the film collection each year, varies as does the size of the 16mm film collection. They are both based on the size of the population served by the public library or library system. Standard 35 in the ALA Guidelines..., which recommends the number of 16mm prints which should be in the collection, also recommends the number of 16mm prints which should be added

each year. These figures can be found on page 56 of this survey.

The following table shows in the first column the number of 16mm films which should be added each year to the public library's collection according to the ALA Guidelines.... The second column shows the number of 16mm films actually added by each corresponding library in one year. In the third column is shown the extent to which each library exceeded or fell below the recommended number of additions to the 16mm film collection. The extent to which a library exceeded the standard is indicated by a plus sign. The extent to which a library fell below the recommended number is indicated by a minus sign.

Three public libraries surveyed are not represented in table 10. One library reported that it receives its films from the library system to which it belongs. Another library receives its films from film circuits. A third library stated that the number of 16mm films added in a year varies.

Five libraries, or 35.7% of the public libraries surveyed, exceeded the number of 16mm films which ALA recommends should be added each year. Six libraries, or 42.9% of the public libraries surveyed, did not add the recommended number of 16mm prints to their collections. One of these libraries added no 16mm films to the collection.

Table 10
Annual Additions to 16mm Film Collections
in Public Libraries

Recommended Number of Annual Additions to 16mm Film Collections	Actual Number of Annual Additions to 16mm Film Collections	Difference in Standards and Annual Additions
30	41	+11
40	92	+52
40	80 to 100	+40 to +60
50	100	+50
40	250	+210
30	10	-20
40	25	-15
40	22	-18
50	42	-8
50	45	-5
50	0	-50

The following table shows in the first column the number of 16mm films which should be added each year to a library system's collection according to the ALA Guidelines.... The second column shows the number of 16mm films actually added by each corresponding system in one year. In the third column is shown the extent to which each system exceeded or fell below the recommended number of additions to the 16mm film collection.

Table 11 shows that five systems, or 45.5% of the library systems surveyed, met or exceeded the number of 16mm prints recommended by the ALA Guidelines... to be added annually based on the size of the population served.

Five systems, or 45.5% of those surveyed, fell below the recommended number of prints to be added based on population. This includes one system which added no prints during the year. The system which is not represented in the table stated that the number of added films varies annually.

Five public libraries and five library systems, or 40% of those surveyed, met or exceeded the number of 16mm films which the ALA Guidelines... recommends should be added each year on the basis of population served.

Table 11
Annual Additions to 16mm Film Collections
in Library Systems

Recommended Number of Annual Additions to 16mm Film Collections	Actual Number of Annual Additions to 16mm Film Collections	Difference in Standards and Annual Additions
40	65	+25
40	92	+52
40	100	+60
50	65	+15
200	200	0
40	8	-32
50	22	-28
150	40	-110
150	115	-35
150	0	-150

Sound Recordings

Recommended minimum size of collection. According to standard 39 in the ALA Guidelines....:

Sound recordings should consist of 1 disc, reel of tape, cassette, or cartridge tape for each 50 people in the area served, as a minimum. This may include the total resources of the constituent facilities or member libraries, as well as the system headquarters' collections, but not less than 5,000 discs or reels.¹²⁴

The following table shows in the first column the population served by each public library in the survey. The second column lists the number of sound recordings recommended on the basis of the above standard for each library. The actual size of each public library's collection of sound recordings is given in the third column. The final column indicates the extent to which each library exceeded or fell below the number of sound recordings recommended for its collection. The number of sound recordings in the library's collection in excess of the standards is indicated by a plus sign. The number of sound recordings by which each library falls below the standard is indicated by a minus sign.

¹²⁴Ibid., p. 17.

Table 12
Collections of Sound Recordings
in Public Libraries

Population Served	Recommended No. of Recordings	Actual No. of Recordings	Difference Standards & Holdings
696,769	13,935	17,379	+3,444
435,565	8,711	12,983	+4,272
402,389	8,048	16,734	+8,686
372,345	7,447	13,672	+6,225
321,219	6,424	8,000	+1,576
304,032	6,081	16,754	+10,673
207,000	5,000	10,386	+5,386
175,000	5,000	6,968	+1,968
679,527	13,591	0	-13,591
550,000	11,000	7,158	-3,842
523,000	10,460	2,174	-8,286
437,492	8,750	2,000	-6,750
418,347	8,367	6,913	-1,454
340,000	6,800	NA	NA

The preceding table shows that eight public libraries, or 57.1% of the public libraries surveyed, exceeded the number of sound recordings recommended on the basis of population by the ALA Guidelines....

Five public libraries, or 35.7% of the libraries in the survey, fell below the recommended number of sound recordings. One library, or 7.1% of the public libraries surveyed, reported that it had no sound recordings. The number of sound recordings was not available from one of the libraries surveyed.

The following table shows the extent to which the actual collections of sound recordings in the library systems exceeded or fell below the recommendations of the ALA Guidelines.... In the first column is the population served by each library system in the survey. The second column lists the number of sound recordings recommended on the basis of the population served by each system. The actual size of each library system's collection of sound recordings is given in the third column. The final column indicates the extent to which each system exceeded or fell below the number of sound recordings recommended for its collection.

Table 13
Collections of Sound Recordings
in Library Systems

Population Served	Recommended No. of Recordings	Actual No. of Recordings	Difference Standards & Holdings
2,809,813	59,196	92,080	+35,884
364,032	7,281	19,814	+12,533
358,882	7,178	18,409	+11,231
342,000	6,840	7,905	+1,065
2,371,300	47,426	44,577	-2,849
1,128,613	22,572	0	-22,572
1,016,800	20,336	0	-20,336
729,861	14,597	5,488	-9,109
727,200	14,544	0	-14,544
642,289	12,846	0	-12,846
425,850	8,517	6,200	-2,317

The preceding table shows that four library systems, or 36.4% of the systems surveyed, exceeded the number of sound recordings recommended on the basis of population served.

Seven systems, or 63.6% of the library systems surveyed, did not meet the number of sound recordings recommended on the basis of population. Four library systems, or 36.4% of the systems surveyed, had no collections of sound recordings.

Eight public libraries and four library systems, or 48% of the total combined number of libraries and systems surveyed, exceeded the minimum recommendation of "1 disc, reel of tape, cassette, or cartridge tape for each 50 people in the area served...but not less than 5,000 discs or reels."¹²⁵

Nonmusical audio collections. According to standard 40 in the ALA Guidelines..., "twenty percent of a public library or system's audio collection should consist of nonmusical tapes or records."¹²⁶

The following table shows in the first column the percentage of the audio collection which consists of nonmusical tapes or records. The second column lists the number of public libraries which reported that their audio collections consisted of the corresponding percentage of nonmusical tapes or records.

¹²⁵Ibid. ¹²⁶Ibid..

Table 14
Nonmusical Audio Collections
in Public Libraries

% of Audio Collection which is Nonmusical	Number of Public Libraries
50%	1
25%	1
20%	1
10%	2
7.9%	1
Less than 1%	1
NA	77

Table 14 illustrates that three libraries, or 21.4% of the public libraries in this survey, met or exceeded the standard that nonmusical records or tapes should constitute 20% of the audio collection.

Four public libraries, or 28.6% of the libraries surveyed, did not meet this standard. Seven public libraries either did not respond to this question or stated that the figure was not available.

The following table uses the same format as table 14 to show the percentage of the audio collection which consists of nonmusical tapes or records in library systems.

Table 15
Nonmusical Audio Collections
in Library Systems

% of Audio Collection which is Nonmusical	Number of Library Systems
100%	1
30%	1
25%	2
10%	1
NA	2
No Audio Collection	4

Table 15 shows that four systems, or 36.4% of the library systems surveyed, exceeded the recommended percentage of nonmusical tapes and recordings in their audio collections.

One library system did not meet this standard. Four systems responded that they have no audio collections. Two systems responded that the percentage was not available.

Three public libraries and four library systems, or 28% of the combined total number of libraries and systems surveyed, met or exceeded this standard regarding the percentage of nonmusical tapes and recordings in audio collections.

8mm Films and Filmstrips

Another standard in the ALA Guidelines..., which is related to AV materials, is standard 41 concerning 8mm films and filmstrips..

8mm 'single concept' films and filmstrips are considered valuable supplements to a system's audiovisual collection. They are most useful to patrons for such subjects as travel, arts, the draft and instructional aids. The present rapid state of development makes it impossible to set a minimum quantitative recommendation. However, a system or library serving 150,000 and above should have a collection of at least 100 in any one format to be serviceable.¹²⁷

Eight public libraries, or 57.1% of the public libraries surveyed, had collections of at least one hundred 8mm films and/or filmstrips. Six of the libraries had collections of 8mm films. These collections numbered respectively: 537 8mm films, 483 8mm films, 223 8mm films and 58 super 8mm films, 150 8mm films and 14 super 8mm films, 147 8mm films and super 8mm films, and 51 8mm films and 50 super 8mm films. The seventh public library had both a collection of 477 8mm and super 8mm films and also a collection of 100 filmstrips. The eighth public library had a collection of 101 filmstrips.

One public library reported a filmstrip collection which included 56 filmstrips. However, this did not meet the recommended minimum number. Four libraries, or 28.6% of

¹²⁷Ibid., pp. 17-18.

those surveyed, had no collections of 8mm films or filmstrips. Statistics were not available from one library.

Five library systems, or 45.5% of the systems surveyed, reported that they had collections of at least one hundred 8mm films or filmstrips. Four systems responded that they had 8mm film collections. Their respective collections numbered: 826 8mm films and super 8mm films, 354 8mm films and super 8mm films, 350 8mm films, and 127 super 8mm films. The fifth system reported a collection of 812 filmstrips.

The system, which reported a collection of 127 super 8mm films, also had a collection of 36 filmstrips. Two other systems, not represented in the above paragraph, reported collections of 9 filmstrips and 72 non-circulating filmstrips. None of these filmstrip collections met the minimum recommendation for 100 items in a single format.

Four systems, or 36.4% of the library systems surveyed, had no collections of 8mm films or filmstrips.

Eight public libraries and five library systems, or 52% of the combined total number surveyed, had collections or at least one hundred 8mm films and/or filmstrips.

Slides

Standard 43 in the ALA Guidelines... recommends that "slides be provided in sets arranged by subject and

that collections for systems start with not less than 50 sets."¹²⁸

Three systems, or 27.3% of the library systems surveyed, reported that they had slide collections of 7,000 slides, 2,100 slides and 607 slides respectively. Eight systems, or 72.7% of those surveyed, had no slide collections.

Although this standard specified systems, it is of interest to note the status of slide collections in the public libraries. Four public libraries, or 28.6% of the libraries surveyed, responded that they had slide collections of 14 slides, 177 slides, 660 slides and 3,000 slides. Nine public libraries, or 64.3% of those studied, reported that they had no slide collections. Statistics were not available from one library.

Four public libraries and three library systems, or 28% of the total combined number of libraries and systems surveyed, responded that they had slide collections. It was not specified how many sets each library or system had. However, the numbers of slides reported would indicate collections in excess of the recommended fifty sets in the majority of cases.

¹²⁸Ibid., p. 18.

Videotapes

Videotapes are discussed in standard 42 of the
ALA Guidelines....

Television, videotape, and other electronic media should be considered as important new media. The present state of development makes it impossible to set minimum standards. If, however, a system or library serving 150,000 and above should initiate a collection in this format, a minimum of 100 titles is required.¹²⁹

None of the public libraries or library systems surveyed had collections of videotapes which met this recommendation. Five public libraries reported that they had videotape collections of 92 tapes, 50 tapes, 20 tapes, 14 tapes, and 3 or 4 tapes (which didn't circulate.) Only two of the library systems reported that they had videotapes. Each collection consisted of 5 tapes. In one system, two of the tapes had been library produced.

AV Materials of Local Interest

Standard 44 in the ALA Guidelines... discusses the preservation of audiovisual materials of local interest.

The library should work for the preservation of audiovisual materials, such as films, slides, tapes, of historic or other special value to its locality, as it does for the preservation of print items in this category....¹³⁰

Nine public libraries, or 64.3% of those surveyed,

¹²⁹Ibid. ¹³⁰Ibid..

responded that they were involved in the preservation of audiovisual materials of historical and special value to the community. Five libraries, or 35.7% of the public libraries surveyed, reported that they were not involved in such activities.

Seven library systems, or 63.6% of the systems studied, responded that they were involved in the preservation of AV materials of local interest. Three systems, or 27.3% of the library systems surveyed, responded that they were not involved in such activities. The one system which did not respond to the question did not have an audiovisual staff.

Nine public libraries and seven library systems, or 64% of the combined total number of libraries and systems surveyed, met the recommendation of this standard.

PERSONNEL

Audiovisual Staffing Requirements

Standard 35 in the ALA Guidelines... establishes minimum standards for servicing the collection.

The formula recommended...considers three variables affecting basic staff...requirements:

1. Population served
2. Area of system service in square miles
3. Number of 16mm prints.

...Minimum standards for servicing the collection are:

FORMULA: Staff per No. of 16mm Prints + Staff per area in Sq. Mi. + Staff per Population = Total Staff Required

No. of 16mm Prints	Staff Required
Under 400	1
400- 599	1½
600- 999	2
1,000-1,499	2½
1,500-1,999	3
2,000-2,499	3½

For each additional 500 prints add ½ staff

Area in Sq. Mi.	Staff Required
Under 300	1
300- 999	1½
1,000-1,499	2
1,500-1,999	2½
2,000-2,499	3
2,500-2,999	3½

For each additional 500 square mi. served add ½ staff (Not applicable to an agency giving service on a statewide basis)

Population Served	Staff Required
Under 150,000	1
150,000- 299,999	1
300,000- 499,999	1½
500,000- 749,999	2
750,000- 999,999	2½
1,000,000-2,499,999	3
2,500,000-4,999,999	3½
5,000,000 and over	4

For each additional 1 million population served add ½ staff

For example, if a library has a collection of 350 prints, services an area of 450 square miles and 135,000 population, the number of staff required will be 3½ persons. This total of 3½ persons is determined from the formula of 1 staff member for the number of prints, plus 1½ staff members for the area in square miles, plus

1 staff member for the population served."¹³¹

Standard 38 is also related to staffing requirements.

When more than 200 items of other communications formats (in addition to 16mm films) are added to the AV collection, at least one full-time assistant must be added to the regional staff. Included in such resources, but not limited to them, are the following: audio tape, educational broadcasting services, 8mm films, filmstrips, framed art collections, discs, slides, and video tape.¹³²

Although the phrase, regional staff, is used in this standard, the examples which illustrate the formula include public libraries.

The formula in standard 35, which determines staffing requirements, was applied to each public library and system in the survey on the basis of population, area served, and size of the 16mm film collection. The size of collections of other communications formats, which is discussed in standard 38, was also considered in determining the size of the recommended staff for each library and system surveyed.

In table 16, the actual size of the audiovisual staff of each library is shown in the first column. Column two shows the recommended size of the AV staff for each corresponding library. The third column shows the number of staff members by which the library exceeded or fell below the AV staff size recommended by the ALA Guidelines....

¹³¹Ibid., pp. 15-16. ¹³²Ibid., p. 16.

Table 16
Recommended Staff Size
for Public Libraries

Recommended Size of AV Staff	Actual Size of AV Staff	Difference in Recommended Staff & Actual Staff
6½	9	+2½
5	5½	+½
24	1	-23
11	8	-3
12	3	-9
10½	2	-8½
9½	3½	-6
8½	0	-8½
7	4	-3
7	0	-7
6½	0	-6½
6½	3½	-3
5½	0	-5½
5	1	-4

Only two public libraries, or 14.3% of those surveyed, exceeded the standards regarding audiovisual staff size. Twelve libraries, or 85.7% of those surveyed, fell below the standards. Four of those libraries, or 28.6% of those surveyed, had no AV staff.

One library, which had no separate AV staff, considered the work related to AV materials and services the "added responsibility of existing staff at this time." Another library, which has no separate AV staff, responded, "at present, films are cleaned and repaired by Library Assistant I in Branch Department. Films are booked by typist-clerk II in Branch Department. Both have other duties. Selection and acquisition of AV materials is handled by staff committees administered by Special Projects Librarian." The position of AV technician was to have been established in this library in the fall of 1974.

A third library responded, "there is no separate staff specializing in AV - film work. Work is done in conjunction with other tasks." Another public library reported that the staff consisted of one full time librarian. This position was vacant at the time of the survey. There were no AV clerks. "Part time of several clerks in Technical Processes at Headquarters, and of clerks and branch library assistants at branches" was devoted to AV work.

Table 17
Recommended Staff Size
for Library Systems

Recommended Size of AV Staff	Actual Size of AV Staff	Difference in Recommended Staff & Actual Staff
12	28	+16
12½	20	+7½
7½	7	-½
35½	4	-31½
18	3½	-14½
14	3	+11
8	3	-5
6½	1	-5½
11½	0	-11½
45½	0	-45½
12½	0	-12½

The preceding table shows that two systems or 18.2% of the library systems surveyed exceeded the ALA standards related to audiovisual staff size.

Nine library systems, or 81.8% of those surveyed, fell below the recommended staff size. One of these systems was very close to meeting the recommended staff size since it had seven audiovisual staff members instead of the recommended AV staff of seven and one half persons. However, three of these library systems, or 27.3% of those surveyed, lacked audiovisual staffs.

Two public libraries and two library systems, or 16% of the combined total number of public libraries and library systems surveyed, exceeded the ALA standards with regard to the size of their AV staffs. Twelve libraries and nine systems, or 84% of the combined total number surveyed, did not meet this standard. These included four libraries and three systems, or 28% of the survey subjects, which lacked AV staffs.

One library system, which did not meet this standard, responded that its AV staff was composed of members of a "Federal Demonstration Project... 'Listen-In' for reaching non-readers or the functionally illiterate." One Project AV specialist, who is a librarian, one clerk and two student workers make up the Project team.

Another library system, whose AV staff was composed of one technician, also has a special project staff.

The California State Library has given a grant... to establish a California Video Research Project.... This will begin in October, 1974. Staff for this Project includes two and one half full time Librarians, one television specialist and a clerk.

AV Specialist

According to standard 50, the ALA Guidelines... recommends:

At the regional library (system) level, serving one or more units of government, an AV specialist should be provided on a full-time basis to develop audiovisual resources and services in order to serve the member libraries and their users.¹³³

One library system responded that it had the equivalent of fifteen full-time AV specialists. Another system, which reported that it had two AV specialists, had "a Film Section and a Recordings Section, both separate services." Four systems responded that they each had one AV specialist. One system reported that it had a half-time AV specialist. One of these systems did not have an AV staff but rather a Federal Project staff.

Six systems, or 54.5% of those surveyed, met or exceeded the recommendation of this standard. Five systems, or 45.5% of those surveyed, fell below the recommendation in this standard. Four of these systems, or 36.4% of those surveyed, lacked an AV specialist.

¹³³Ibid., p. 19.

Since standard 50 specifically refers to regional library systems, the public libraries surveyed cannot be evaluated with regard to this standard. However, it is of interest to note that one library had one half-time AV specialist and that seven public libraries each had one full-time AV specialist. Seven libraries, or 50% of those surveyed, had a full-time AV specialist. Six libraries, or 42.9% of those surveyed, lacked an AV specialist.

Seven library systems and six public libraries, or 52% of the combined total number of survey subjects, had at least one full-time AV specialist.

Qualifications. Standard 51 in the ALA Guidelines... recommends certain qualifications for an AV specialist.

The qualifications for a regional library system AV specialist are as follows:

An accredited library school degree or its equivalent, plus a minimum of 3 years' experience in Public Libraries, at least part of which has involved familiarity and utilization of newer communications resources.¹³⁴

The next table shows the degrees and experience of AV specialists in the library systems surveyed. The first column shows the degree held by each system's AV specialist. In the second column is shown the total number of years of experience in public libraries for each system's specialist. The number of years of experience in AV work in

¹³⁴Ibid., p. 20.

public libraries follows in the third column.

Table 18
Degrees and Experience of AV Specialists
in Library Systems

Degree	Total No. of Years Public Library Experience	No. of Years AV Experience in Public Libraries
Accredited Degree	14	4
Accredited Degree	3	All in AV
Accredited Degree	7	2
Accredited Degree	16	2
Accredited Degree	13 9½	All in AV 1
BA	25	All in AV
MA Instruct. Technology	14	7

The fifth system listed has two AV specialists, one for the Film Section and one for the Recordings Section. As shown in the table, both AV specialists have an accredited degree or its equivalent. One AV specialist has spent 13 years in public library AV work. The other

AV specialist has spent nine and one half years in public library work. One of those years was in AV work.

The preceding table shows that the AV specialists in seven library systems, or in 63.6% of the systems surveyed, met the recommendations in standard 51 concerning experience in public libraries and public library AV work. However, only five of those systems, or 45.5% of the systems surveyed, reported that they had AV specialists with "an accredited library school degree or its equivalent."¹³⁵

The AV specialist in the sixth system shown on the table had a BA Degree and the specialist in the seventh system had an MA in Instructional Technology. The latter system reported that "film evaluation is done by a professional Librarian."

Standard 52 in the ALA Guidelines... states:

Every regional system, regardless of population size, should have a first assistant. If the AV systems specialist has graduate degrees in, for example, education and/or communications but no library degree, then the assistant must have a professional ALA-accredited library degree.¹³⁶

However, this standard is not applicable in the case of the system whose AV specialist has an MA in Instructional Technology because the system has no first assistant with an ALA accredited degree.

¹³⁵Ibid. ¹³⁶Ibid.

AV specialists in five library systems, or 45.5% of the systems surveyed, met all the recommendations of standard fifty-one. They had the experience recommended in that standard as well as the recommended degree.

Four systems, or 36.4% of those surveyed, reported that they did not have AV specialists.

Since standard 51 specifically states that it is concerned with the AV specialists for regional library systems, the public libraries in this study cannot be evaluated with regard to these recommendations. However, it is of interest to note that six public libraries, or 42.9% of those surveyed, did have AV specialists with an accredited library school degree or its equivalent. The position of AV specialist was vacant at another library at the time of the survey.

Five systems and six libraries, or 44% of the total combined number of library systems and public libraries surveyed, had AV specialists with an accredited library school degree or its equivalent. The AV specialists at four of these six public libraries also had the recommended experience in public libraries including AV work. Thus the AV specialists in four libraries, or 28.6% of the libraries surveyed, met all the recommendations for a regional library system AV specialist.

AV specialists in five systems and four libraries, or 36% of the total combined number of systems and libraries

surveyed, had the recommended degree and experience of an AV specialist for a regional library system.

Salary of AV specialist. Standard 51 of the ALA Guidelines... also states that "the regional AV specialist should receive the same prevailing salary as the other age or subject-area specialists serving the region."¹³⁷

Seven systems, or 63.6% of the library systems surveyed, responded that the wages for the AV specialist were at the same prevailing rate as that for other specialists.

Although this standard is concerned with regional AV specialists, it is of interest to note that five public libraries, or 35.7% of the public libraries surveyed, paid the AV specialist the same prevailing salary as other specialists.

Seven systems and five public libraries, or 48% of the total combined number of systems and libraries surveyed, paid the same prevailing salary to AV specialists as to other age and subject specialists.

First Assistant

In standard 52, the ALA Guidelines... recommends

¹³⁷Ibid.

that "every regional system regardless of population size, should have a first assistant."¹³⁸

Only one library system, or 9.1% of the systems surveyed, responded that it had a first assistant. Ten systems, or 90.9% of the systems surveyed, lacked a first assistant and did not meet this recommendation.

Standard 52 further states:

If the AV systems specialist has graduate degrees in for example, education and/or communications but no library degree, then the assistant must have a professional ALA-accredited library degree.¹³⁹

The one system which had a first assistant, responded that both the AV specialist and the first assistant had BA degrees. Thus, the second recommendation of the standard was not met by any system in the survey.

Although this standard is concerned with regional library systems, it is of interest to note that only one public library, or 7.1% of the public libraries surveyed, had a first assistant. However, this first assistant had a BA Degree. None of the public libraries surveyed had a first assistant with a graduate degree.

Technician

Standard 53 in the ALA Guidelines... is related to the role of the technician on the AV staff.

¹³⁸Ibid. ¹³⁹Ibid.

The effective utilization of newer communications resources requires a high level of maintenance of both materials and equipment. Therefore, a competent technician is required for any system collection of nonprint materials, regardless of size.¹⁴⁰

Table 19
Technicians in Library Systems

No. of Systems	No. of Technicians	Recommendation for Vocational Training Met?	Recommendation for Experience Met?
1	3	No	No Response
1	2	No	No Response
1	1	Yes	Yes
1	$\frac{1}{2}$	No	No Response
7	0	Not Applicable	Not Applicable

The preceding table shows that three library systems, or 27.3% of the systems surveyed, met or exceeded the recommendation of standard 53 regarding the presence of a technician on the staff.

Eight systems, or 72.7% of the systems surveyed, did not meet this recommendation. One of these systems had a half-time technician. The other seven systems, or 63.6%

¹⁴⁰Ibid., p. 21.

of the systems surveyed, did not have a technician on the staff.

Although this standard refers to a system, it is of interest to note that none of the public libraries surveyed had a technician on the staff. One public library reported that the position of technician was being established in 1974.

Only 12% of the combined total number of systems and libraries surveyed, had a technician on the staff.

Standard 53 further recommends that:

The audiovisual technician should have specialized AV vocational training or a minimum of 3 years experience in newer communications resources and equipment maintenance.¹⁴¹

Of the four library systems, which stated that they had technicians on their staffs, only one responded that the technician had the recommended training as well as relevant experience. This is illustrated on Table 19. The other three systems answered negatively regarding AV vocational training. They did not respond regarding the experience of the technicians on their staffs. From the responses, it appears that only one system, or 9.1% of the systems surveyed, met these recommendations of standard 53 regarding training and experience.

Only one system or 9.1% of the systems surveyed,

¹⁴¹ Ibid.

appeared to meet the requirements of standard 53 regarding both the presence of a technician on the staff and relevant training or experience.

Since none of the public libraries surveyed had a technician on the staff, only 4% of the combined total number of systems and libraries surveyed had a technician with the recommended training or experience.

SPACE

16mm Film Operations

In standard 54 of the ALA Guidelines..., a recommendation is made concerning the minimum space needed for 16mm film service.

For a system or regional service center serving a population of 150,000 with a staff of 3, a minimum space of 1,000 square feet is needed....¹⁴²

The following table illustrates that only one system, or 9.1% of the systems surveyed, allotted more than the recommended space for 16mm film operations. Four systems had space available which fell below the recommended square footage by varying amounts. Two systems had no space available although both systems reported that they had film collections. Four systems did not respond to this question.

¹⁴²Ibid., p. 22.

Table 20

Space Available for 16mm Film Service
in Library Systems

Square Feet Available for all 16mm Film Operations	Number of Library Systems with that Space for all 16mm Film Operations
1,800	1
395	1
250	1
110	1
40	1
0	2
No Response	4

Although standard 54 specifies that it refers to systems, it is of interest to note that only two public libraries, or 14.3% of the libraries surveyed, provided 1,000 square feet for 16mm film operations. Six libraries responded that they had space available which ranged from 108 square feet to 800 square feet. A public library, which responded that it had no space available, had a collection of only ten films. Another library responded that it was "hard to tell" because operations were located in different departments. Another library responded that the area was "not appreciable." Three libraries did not

respond to this question.

One system and two libraries, or 12% of the total number of survey subjects, met or exceeded this recommendation.

Public Meeting Rooms

According to standard 59 in the ALA Guidelines..., there should be "within the system area served...at least one public meeting room large enough to conduct all types of audiovisual programming for groups of 100 or more."¹⁴³

Table 21

Public Meeting Rooms in Library Systems

Number of Public Meeting Rooms	Number of Library Systems
27	1
3	2
1	4
0	1
No Response	3

¹⁴³Ibid., p. 23.

Seven systems, or 63.6% of the total number of library systems surveyed, met or exceeded this standard by having from one to twenty-seven public meeting rooms of the recommended size. One system had no such meeting room available. Three systems did not respond to this question.

Although this standard applies to systems, it is of interest to note that nine public libraries, or 64.3% of the total number of libraries surveyed, met or exceeded this standard by having from one to four public meeting rooms. Two libraries reported that they each had two rooms. Six libraries answered that each had one such room available. Four libraries had no public meeting rooms of the recommended size. One library did not respond to this question.

Nine public libraries and seven systems, or 64% of the total number of subjects in this survey, met or exceeded the recommendation regarding public meeting rooms suitable for AV programming.

Service Points

Standard 60 in the ALA Guidelines... recommends:

In addition, each service point (i.e., branch or member library) should have a suitable space available for conducting audiovisual programs.¹⁴⁴

Table 22 shows the number of member libraries in each system and whether each had suitable space for AV programs.

¹⁴⁴Ibid.

Table 22
 Space for AV Programs
 in Member Libraries
 in Library Systems

Number of Member Libraries in each Library System	Does each Member Library Have Suitable Space for Conducting AV Programs?
7	Yes
9	Yes
12**	Yes, except for Main Library.
9*	No
17	No
29*	No
33*	No
61*	No
94*	No
107	No
2	No

*This number included Member Libraries and Branches.

**This system is "in the process of building a new Main Library, which includes plans for expanded service in the Film-Recordings-Video area."

Table 23
Space for AV Programs
in Branches
of Public Libraries

No. of Branches in each Public Library	Does each Branch have Suitable Space for AV Programs?
1	Yes
-	No
-	No
12	No
12	No
14	No
16	No
18	No
22	No
25	No
26	No
26	No
27	No
40	No

- These libraries did not indicate how many branches each had.

Table 22 shows that two systems, or 18.2% of the library systems surveyed, met the standard because each member library or branch library had the recommended space for AV programs. The system, which is constructing a new Main library, will meet the standard in 1976 when the building is completed. Thus, the percentage of systems meeting this standard will be brought up to 27.3%. The other eight systems did not meet this standard.

Table 23 shows that only one library, or 7.1% of the libraries surveyed, indicated that each branch had suitable space for AV programs.

One public library and two systems, or 12% of the total number surveyed, provided a suitable space in each member library or branch library for AV programs.

Although suitable space was not available, this did not prevent libraries and systems from presenting AV programs. One library commented that they did not have suitable space available "but we show films anyway despite conditions."

A library system responded that although they, too, did not have suitable space available, "they do it anyway."

Facilities for showing the films, both at the Main Library and in our branches are make-do--push aside a table here, sit people on the floor there, very cozy, but hardly a polished service. With a donation from one of our citizens, the meeting room in the Main Library has been improved in that an electric screen has been installed and draperies are at the windows so that the light doesn't interfere during day programs. The room, however, is in such demand from so many factions, and justifiably so, that it is not really satisfactory.

SERVICES

Guidance

According to standard 25 in the ALA Guidelines..., "guidance in selection and use of materials should be provided, both for individuals and for groups."¹⁴⁵

Six public libraries, or 42.9% of the libraries surveyed, met this standard by providing guidance to both individuals and groups. Another library provided guidance to individuals only.

The library, which responded that such guidance was not provided, had the position for a full-time AV specialist, who "works at County Library Headquarters, selecting and cataloging books...and will develop programs to help branch library staff give service to the public." The position was vacant at the time of this survey. Another library, which responded that the question was not applicable, had no AV staff.

Of the five libraries, which did not respond to this question, three libraries did not have AV staffs. The fourth library had a staff consisting of one AV assistant and two student workers. The fifth library had a staff of eight including an AV specialist.

¹⁴⁵Ibid., p. 13.

Nine systems, or 81.8% of those surveyed, answered that they did provide the guidance recommended in standard twenty-five. Two systems, which did not respond to this question, did not have AV staffs.

Six libraries and nine systems, or 60% of the combined total number of survey subjects, responded that they did provide the recommended guidance.

Training in Use of Equipment

According to standard 28 in the ALA Guidelines..., "systems or libraries loaning AV equipment have the responsibility of training patrons in the use of such equipment."¹⁴⁶

Although it was not ascertained whether the survey subjects loaned AV equipment, it is interesting to note that eight libraries, or 57.1% of those surveyed, did train patrons in the use of AV equipment. One library, which did not do such training, had an AV staff of 8 including an AV specialist. Two libraries, which responded that the question was not applicable, had no AV staffs. Of the three libraries, which did not respond to this question, one had no AV staff, another had an AV assistant and two student workers and the third had an AV staff of four including an AV specialist.

Three systems, or 27.3% of those surveyed, responded that they did such training. Of the five systems, which

¹⁴⁶Ibid.

responded negatively to this question, four systems had AV staffs. The fifth system had an AV staff consisting of a technician. Of the three systems, which did not respond, two systems did not have AV staffs.

Eight public libraries and three library systems, or 44% of the total combined number of libraries and systems surveyed, did provide training to patrons in the use of AV equipment.

AV Borrowing

According to standard 11 in the ALA Guidelines..., "under the terms and rules of AV borrowing, all registered patrons must be served equally."¹⁴⁷

Seven public libraries, or 50% of the libraries surveyed, responded that they allowed all registered patrons to borrow AV materials. Three libraries answered that they restricted the borrowing of 16mm films to patrons who are eighteen years old or older. One library restricted the borrowing of art prints as well as films to those who are eighteen or over. This library further limited the circulation of records by age groups. "Children can check out children's records and some adult records. Junior High

¹⁴⁷Ibid., p. 11

can take out YA records and some adult records."

Five systems, or 45.5% of the library systems surveyed, allowed all registered patrons to borrow AV materials. One system reported that it limited the loan of AV materials to adults. Another system limited the loan of 16mm films to adults. Another system allowed all ages to borrow records and art prints. However, only Junior High age and older could borrow 8mm films. Only adults twenty-one and older could borrow 16mm films. One of the systems responded that framed art prints and records were circulated to all registered patrons. However, 16mm films did not circulate but were used only "for main and branch programming free to the public."

Seven public libraries and five systems, or 48% of the total subjects in this survey, allowed all registered patrons to borrow AV materials.

When evaluating the responses regarding the borrowing of AV materials to this standard, it is necessary to consider certain legal implications involved in the borrowing of expensive AV materials by minors.

Referral

The twenty-sixth standard in the ALA Guidelines... recommends that "information and referral to sources of audiovisual materials not in the collection should be

provided."¹⁴⁸

All fourteen public libraries responded that they did provide such information and referral. Nine systems, or 81.8% of the systems surveyed, responded that they provided the information and referral recommended in this standard. Of the two systems, which did not respond to this question, one system had no AV staff. Fourteen libraries and nine systems, or 92% of the total combined number of libraries and systems surveyed, met the recommendation of this standard.

AV Reference Tools

Standard 27 of the ALA Guidelines... states that:

The regional library center should be the first focal point for the development of audiovisual information resources, but current audiovisual reference tools should be part of a basic reference collection in any library.¹⁴⁹

Eleven libraries, or 78.6% of the public libraries surveyed, responded that current AV reference tools were part of the reference collection. Six systems, or 54.5% of the systems surveyed, also responded affirmatively to this question. Eleven libraries and six systems, or 72% of the total combined number of libraries and systems in this survey, met the recommendation of this standard.

¹⁴⁸Ibid., p. 13. ¹⁴⁹Ibid.

One library and one system responded that they have some current AV reference tools in their reference collection. Two libraries and two systems responded negatively to this question. One of the two systems responding negatively to this question and the two systems, which did not respond, did not have AV staffs.

Preview Area

According to standard 24 in the ALA Guidelines....:

There should be at least one location in every system area where patrons can preview or evaluate audiovisual materials to determine their value for subsequent use.¹⁵⁰

Three systems, or 27.3% of the systems surveyed, responded that a preview area was available in the system for public use. One system answered that it provided such an area for records only. Six systems responded negatively to this question. The system which did not respond to this question lacked an AV staff.

This standard refers to systems. However, it is of interest to note that three libraries, or 21.4% of the libraries surveyed, responded that they had a preview area available for public use. Eleven libraries responded that they had no preview area for public use.

Only 24% of the total combined number of libraries

¹⁵⁰Ibid..

and systems surveyed had a preview area available for public use.

Catalogs

Catalogs of AV materials. Standard 12 of the ALA Guidelines... recommends:

Some form of catalog or index must be provided for the public whenever the collection exceeds 100 items. Handbills and information sheets are considered supplemental and are not a substitute for an organized listing of total holdings. State or regional catalogs should be readily available to the public.¹⁵

Ten public libraries, or 71.4% of those libraries surveyed, responded that they did have catalogs or indices of AV materials available for public use. Three other libraries responded yes with reservations. Two of these libraries had catalogs or indices for films only. Another had a catalog or index for records and cassettes but not for films. One public library responded negatively to this question.

Eight library systems, or 72.7% of those systems surveyed, responded that they had catalogs or indices of AV materials available for public use. Another system responded that it had a film catalog. A negative response was received from one system. The system, which did not respond to this question, had no AV staff.

¹⁵ Ibid., pp. 11-13.

Ten libraries and eight systems, or 72% of the subjects surveyed, provided catalogs or indices of AV materials for public use.

Library catalogs. Standard 4b of the ALA Guidelines... states: "It is recommended that audiovisual items be included in the catalogs of the local library and the regional library system."¹⁵²

Four libraries, or 28.6% of the libraries surveyed, responded affirmatively regarding inclusion of AV materials in the library catalog. Three libraries responded affirmatively with reservations. One library answered that AV materials are included in the catalog at the Central Library. Another library responded that the cards for AV materials and for books are not interfiled. The third library commented that it had "an extensive card catalog of records and cassettes." Six libraries responded negatively. One library did not respond.

Two library systems, or 18.2% of the systems surveyed, responded that AV materials are included in the library catalogs. Two systems responded affirmatively but with reservations. One system responded that films and nonmusical recordings are included in the catalog. However, music is not included. Another system responded

¹⁵²Ibid., p. 9.

that "some" AV materials are included in the catalog.

Six systems responded negatively to this question. One system did not respond regarding the inclusion of AV materials in the library catalog.

Four libraries and two systems, or 24% of those surveyed, responded affirmatively regarding the inclusion of AV materials in the library catalog.

Union catalogs. According to standard 4 of the ALA Guidelines..., "accessibility of audiovisual materials should be encouraged by the development of union catalogs which include local, regional and statewide resources."¹⁵³

Four libraries, or 28.6% of the public libraries surveyed, responded that such union catalogs are available on the local level. One library reported that a union catalog of AV materials is being developed in book form.

Two systems, or 18.2% of the library systems surveyed, had union catalogs available which included AV materials on the regional level.

No union catalog was reported available on the state level.

¹⁵³Ibid.

Inter-Library Loan

Standard 4a in the ALA Guidelines... recommends that "these newer communications resources should be lent on inter-library loan as readily as any other library material."¹⁵⁴

Three public libraries, or 21.4% of those surveyed, loaned AV materials on inter-library loan. Four other libraries responded that they loaned AV materials with reservations. Two of these four libraries responded that AV materials were loaned to member libraries or patrons of the library system to which each library belonged. The third and fourth libraries responded that they loaned AV materials on inter-library loan "very seldom" and "sometimes." These four libraries would not meet the recommendation of this standard. Six libraries responded negatively to this question. One library did not respond regarding inter-library loan of AV materials.

Only two systems, or 18.2% of those surveyed, responded affirmatively regarding inter-library loan of AV materials. Another system responded that it loaned such materials "partially." Six systems responded negatively. The two systems, which did not respond, did not have AV

¹⁵⁴Ibid.

staffs.

Twenty percent of the combined total number of libraries and systems surveyed met the recommendation of this standard regarding the inter-library loan of AV materials.

CHILDREN'S SERVICES

The questionnaire was designed so that it could be answered anonymously. All responses were treated confidentially. Therefore, no public library or library system is identified by name in this report.

Because of the open ended nature of the question, it was not possible to analyze quantitatively the responses regarding the extent of AV materials and their use in children's services. However, certain generalizations can be drawn from the responses to this question. Almost all the public libraries and library systems surveyed responded that AV materials and equipment were used extensively in children's library services. One system representative commented that the usage of all AV materials and equipment in children's work is estimated to be "about 90% of total inhouse use" of such materials and equipment. Another library respondent replied that one third of the 16mm film collection was made up of children's films. Another public library answered that "approximately half of this year's

budget went toward the purchase of children's films."

AV materials which appeared to be widely used with children were 16mm films, recordings, filmstrips and super 8mm film cartridges. Five libraries and systems remarked that collections of children's recordings were available in the branches or member libraries. Another system had branch collections of recordings for use in children's programs rather than for circulation to children.

One public library commented on "pilot filmstrip projects at three branches. Each project has a Hitachi sound filmstrip viewer and around thirty filmstrips for children's use." Another public library commented that "filmstrips are shared throughout the system for story hours."

Comments from some library systems and public libraries indicated that equipment and AV materials rotated among branches and member libraries and were in short supply. The range of types of equipment and materials available varied widely from one system or library to another. One library responded that AV materials for children were "limited to records, some filmstrips, story boards."

One library commented that

AV equipment is not specifically provided for children's service. However, children's service does have full use of all available equipment... selected children's cassettes, records and 8mm and 16mm films are purchased. The 8mm films, the records and cassettes are available for patron circulation and children's programs using 16mm films are frequently held.

The use of AV materials appeared to be popular in story hours for preschoolers and school age children and in family night programs. One public library remarked that "the children's librarians frequently use 16mm films for story hour programs. Approximately eighty titles a day circulate to our twenty-five branches."

The policies regarding the circulation of equipment and materials appeared to vary widely. In some systems and libraries, equipment and materials were for in-house use and in others, they circulated.

PHILOSOPHY OF AV

In response to the open ended question about their philosophies of AV in public library work, the answers of almost all the respondents were favorable in tone. Since all responses were treated confidentially, no library nor system will be identified by name in this report.

One system respondent replied "AV materials... should be as well funded and as freely accessible to the public as printed materials." This attitude was characteristic of the majority of the responses.

Another system respondent replied, "It would be short sighted to cling to just one medium--written--to achieve our purpose." This Librarian continued, pointing up a recurring theme in many of the statements of philosophy

"Our Library in common with many Public Libraries has the problem of reaching minorities who do not come from a book oriented culture." This Librarian's remarks on the effectiveness of AV materials in reaching minorities, in addition to the young and the aged, were echoed by many other survey respondents.

Other Librarians pointed out the role of AV services in containing "unique art forms which are in themselves information vehicles" and in offering "patrons an opportunity to experience a visual art form which is not available elsewhere in the community."

Another Librarian stressed that "Audio-visual presentations can be strong aids in public relations, by attracting users to the library that might not otherwise come." Another respondent commented on the role of the staff and also the use of AV equipment.

Ideally the library should provide both in-house listening and viewing stations as well as circulating audiovisual equipment so that all patrons will be able to use the material offered.

Staff at all levels should be educated as to the value of audiovisual materials in the Public Library so that they can assist patrons to find out what they need in any media. Too many Librarians continue to think only in terms of print.

A public library respondent summarized the attitude presented by many of the subjects of this survey.

AV materials of all kinds are an essential part of the modern library's collection. In fact, these may be the most effective kind of material to reach,

educate and inform non-library users, reluctant readers of all ages, and our disadvantaged minorities. AV materials may prove to be the catalyst to induce these people to use our libraries and enable us to demonstrate the relevance of our collection to the needs of all people.

Two Public Library Directors amplified their positive attitude toward AV through complimentary remarks about AV staff. One Public Library Director reported in detail about the impact that the AV specialist has had in the extension of AV programming and services throughout the system especially in children's work.

Prior to 1973, our AV Department and materials were minimal due to the lack of a professional subject specialist.... Since the addition of a professional AV staff member in late 1972, we have been able to expand rapidly.

Another Director commented about the AV specialist's

keen intellect and interest in AV, plus unusual mechanical skill, and eagerness to learn from specialists in other member system libraries. She attends all Film Council and the System AV meetings and workshops regularly.

While the attitudes of the survey respondents toward AV in public libraries were favorable, there were certain problems facing public libraries and systems which were discussed. Four libraries and systems commented about financing problems. One system respondent stated that they did not employ anyone as an AV specialist and that 2% of their system budget is utilized for the film circuit.

The System is federally and state funded. The System budget varies from year to year, depending on the amount of funds received. The past two years have been lean ones and no funds were available to

purchase films. In its first three years of existence the System was able to purchase 214 films...the system budget allows for the rental of films for the film circuit.

Another System mentioned their "limited funds" as a factor affecting AV development.

A third system stated that there was "no provision for AV personnel to be paid by the System"

When the...system was organized in 1967, there was an Audio-Visual Center, with system employees assigned to it. The Center has not existed since 1973, when the activities of audio-visual service were dispersed amongst the nine member libraries and supervision assigned to the Audio-Visual Committee of the System.

The fourth library system representative commented:

We continually request more staff, materials, equipment and space, but it is a hard pull, particularly with the economic situation we now live with.... Although, regrettably, we have no separate audio-visual department and only one full time audio-visual assignment--our technician--we try to give the best service possible.

The "largest Public Library in the nation which does not have an audio-visual services department" is reported by a survey respondent to be in California.

"During the past four years we have been building up these resources but a special emphasis in funding is needed to continue and improve the service."

The positive relationship of financing to improved AV services was pointed out by one Public Library Director, who commented:

Although we have had some AV capacity for a long

period (donated records, borrowed films, etc.) it has only been since September 1972 when an \$18,000 AV material budget authorization became available that any semblance of AV organization appeared in the... Library AV program. Since then donations of AV equipment by Friends groups have been provided.

In addition to financing problems, another factor inhibiting AV development was mentioned by a Public Library Director. "The City Council, traditionally, has not considered it essential or necessary as part of the delivery of library service to the public."

Encouraging signs for the future of AV in public libraries and library systems in California are represented by reports of construction of new library buildings with expanded AV facilities. A library system reported that it "is in the process of building a new Main Library which includes plans for expanded service in the Film-Recordings-Video area."

A Public Library Director reported that

it is expected that the forthcoming opening of a new library branch in which extensive AV facilities are included, will furnish additional impetus to AV program development within this Library System.

Another positive development in the area of video tapes and cable TV was reported by a Public Library Director.

Have interest in introducing videocassettes to public library. Had a demonstration of hard and software in one branch this spring. Will try to budget for equipment and software in 1975/76 budget. Have a video tape (recorder.) Also involved in cable tv programming.

A library system respondent stated that their mediamobile and bookmobile "are using audio-visual materials extensively."

Projects funded by the Federal and State governments are also positive developments in AV in California. One system reported that it is involved in a Federal Demonstration Project, "'Listen-In" for reaching non-readers or the functionally illiterate." Another system responded that the "California State Library has given a grant for \$155,966 to be used to establish a California Video Research project here at our library."

Another positive development in the AV field in California was the appointment of an AV Consultant at the California State Library which was reported by one public library.

The addition of an AV Consultant to the California State Library Staff has been of tremendous help to us in establishing policies and procedures in our own county system as well as the larger...Cooperative Library System. His knowledge and presence is frequently the one way we have of helping all member libraries to establish a professional attitude to this relatively new and rapidly growing area of public library service.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

SUMMARY

Statement of the Problem

The importance of audiovisual resources in public libraries has been widely recognized in library literature. Specific standards were adopted by the American Library Association in 1970 "to serve as a yardstick for public libraries and library systems, serving populations of 150,000 or more, who wish to establish AV services or to strengthen their existing collections and services."¹⁵⁵ These standards in the Guidelines for Audiovisual Materials and Services for Public Libraries have not been systematically utilized to evaluate the audiovisual resources of California public libraries serving populations of 150,000 or more and the California library systems, all of which serve populations larger than 150,000.

¹⁵⁵American Library Association. Public Library Association. Audiovisual Committee, Guidelines for Audiovisual Materials and Services for Public Libraries (Chicago: American Library Association, 1970), p. 1.

Purpose of the Study

The purpose of this study was to determine whether California public libraries serving populations of 150,000 or more and the California library systems were meeting certain criteria established by the American Library Association in the Guidelines....

The specific objectives of the study were to identify the following factors in the California public libraries and the California library systems surveyed:

1. The extent to which holdings of audiovisual materials met ALA standards.
2. The scope of AV services in relation to certain ALA standards.
3. Whether AV services were staffed adequately in relation to ALA standards.
4. The relation of expenditures for AV resources to ALA standards.
5. Whether certain ALA standards regarding space in AV services were met.
6. The relation of nonprint media to children's services.
6. The attitudes of Public Library Directors and Library System Chairmen toward AV resources and services.

In planning for the future needs of public libraries

and library systems in California, the study of present resources and their relationship to the ALA Guidelines... is necessary. It is hoped that the data derived from this study will aid in providing a basis for the planning required to meet the needs of California public libraries and the California library systems in the audiovisual field.

Method of Study

To achieve the stated purpose, a nonexperimental design was selected. The subjects of the survey were fourteen California public libraries serving populations of 150,000 or more and eleven California library systems. A questionnaire based on certain standards included in the ALA Guidelines... was constructed specifically for this study. Each copy of the questionnaire was accompanied by a cover letter and mailed to the Director of each California public library serving a population of 150,000 or more and the Chairman of each California library system. A follow up letter was sent to each Library Director or System Chairman who did not respond within two months. Of the twenty-eight questionnaires returned, twenty-five yielded usable data. The data was tabulated and analyzed according to the frequency of response to each item. The findings of the survey were compared to standards in the ALA Guidelines....

The questionnaire was designed so that it could be

answered anonymously. All responses were treated confidentially. Therefore, no public library nor library system is identified by name in this study.

Findings

From an analysis of the data, the following findings are listed in summary.

Public libraries surveyed. The following findings are related to budget:

1. Of the public libraries surveyed, 14.3% allotted the recommended percentage of the materials budget for AV materials.
2. Of the libraries surveyed, 28.6% allocated the recommended percentage of the AV materials budget for repair and replacement.
3. Of the libraries surveyed, 35.7% spent the recommended amount on equipment in establishing the 16mm film collection.

The following findings are related to AV materials.

4. Of the libraries surveyed, 35.7% had the recommended number of 16mm films in their collections.
5. Of the libraries surveyed, 35.7% added the recommended number of 16mm films in a year.
6. Of the libraries surveyed, 57.1% had the

recommended number of sound recordings..

7. Of the libraries surveyed, 21.4% had the recommended percentage of nonmusical items in their audio collections.

8. Of the libraries surveyed, 57.1% had the recommended number of 8mm films and/or filmstrips.

*9. Of the libraries surveyed, 28.6% had slide collections.

10. None of the libraries surveyed had the recommended number of videotapes.

11. Of the libraries surveyed, 64.3% were involved in the preservation of AV materials of local interest..

The following findings are related to space:

*12. Of the libraries surveyed, 14.3% had the recommended floor space available for 16mm film operations.

*13. Of the libraries surveyed, 64.3% had a public meeting room of the recommended size..

14. Of the libraries surveyed, 7.1% had suitable space available in branches for conducting AV programs.

The following findings are related to staff:

15. Of the libraries surveyed, 14.3% had the

*These standards applied to the data were concerned with systems, but were related to both systems and libraries in this study..

recommended number of persons on the AV staff.

*16. Half of the libraries surveyed had full-time AV specialists.

*17. Of the libraries surveyed, 42.9% had AV specialists with an accredited library school degree or its equivalent.

*18. Of the libraries surveyed, 28.6% had AV specialists with the recommended experience.

*19. Of the libraries surveyed, 35.7% paid the AV specialist the same prevailing salary as other specialists.

*20. Of the libraries surveyed, 7.1% had a first assistant.

*21. None of the libraries surveyed had a technician.

The following findings are related to services:

22. Of the libraries surveyed, 42.9% provided guidance for individuals and groups in the selection and use of AV materials..

23. Of the libraries surveyed, 57.1% trained patrons in the use of AV equipment.

24. Half of the libraries surveyed allowed all registered patrons to borrow AV materials.

*These standards applied to the data were concerned with systems, but were related to both systems and libraries in this study..

25. All libraries surveyed provided information and referral to sources of AV materials not in the collection.

26. Of the libraries surveyed, 78.6% had current AV reference tools as part of the reference collection.

*27. Of the libraries surveyed, 21.4% had preview areas available in the library for public use.

28. Of the libraries surveyed, 71.4% had separate catalogs or indices of AV materials for public use.

29. Of the libraries surveyed, 28.6% included AV materials in the library catalog.

30. Of the libraries surveyed, 28.6% had union catalogs available which included AV materials on the local level.

31. Of the libraries surveyed, 21.4% loaned AV materials on inter-library loan without restrictions.

Library systems surveyed. The following findings are related to budget:

1. No library system surveyed allocated the recommended percentage of the materials budget for AV materials.

2. Of the systems surveyed, 9.1% allocated the

*These standards applied to the data were concerned with systems, but were related to both systems and libraries in this study.

recommended percentage of the AV materials budget for repair and replacement.

3. Of the systems surveyed, 27.3% spent the recommended amount on equipment in establishing the 16mm film collection.

The following findings are related to materials:

4. Of the systems surveyed, 27.3% had the recommended number of 16mm films in their collections.

5. Of the systems surveyed, 45.5% added the recommended number of 16mm films in a year.

6. Of the systems surveyed, 36.4% had the recommended number of sound recordings.

7. Of the systems surveyed, 36.4% had the recommended percentage of nonmusical items in their audio collections.

8. Of the systems surveyed, 45.5% had the recommended number of 8mm films and/or filmstrips.

9. Of the systems surveyed, 27.3% had slide collections.

10. None of the systems surveyed had the recommended number of videotapes.

11. Of the systems surveyed, 63.6% were involved in the preservation of AV materials of local interest.

The following findings are related to space:

12. Of the systems surveyed, 9.1% had the recommended

floor space available for 16mm film operations.

13. Of the systems surveyed, 63.6% had a public meeting room of the recommended size.

14. Of the systems surveyed, 18.2% had suitable space available in member libraries for AV programs.

The following findings are related to staff:

15. Of the systems surveyed, 18.2% had the recommended number of personnel on the AV staff.

16. Of the systems surveyed, 54.5% had a full-time AV specialist.

17. Of the systems surveyed, 45.5% had an AV specialist with an accredited library school degree or its equivalent.

18. Of the systems surveyed, 63.6% had an AV specialist with the recommended experience.

19. Of the systems surveyed, 63.6% paid the AV specialist at the recommended rate of salary.

20. Of the systems surveyed, 9.1% had a first assistant on the AV staff.

21. Of the systems surveyed, 27.3% had a technician.

Of the systems surveyed, 9.1% had a technician with the recommended vocational training and experience.

The following findings are related to services:

22. Of the systems surveyed, 81.8% provided guidance for individuals and groups in the selection

and use of AV materials.

23. Of the systems surveyed, 27.3% trained patrons in the use of AV equipment.

24. Of the systems surveyed, 45.5% allowed all registered patrons to borrow AV materials.

25. Of the systems surveyed, 81.8% provided information and referral to sources of AV materials not in the collection.

26. Of the systems surveyed, 54.5% had current AV reference tools as part of the reference collection.

27. Of the systems surveyed, 27.3% had a preview area available for public use.

28. Of the systems surveyed, 72.7% had separate catalogs or indices of the system's AV materials available for public use.

29. Of the systems surveyed, 18.2% included AV materials in the library catalog.

30. Of the systems surveyed, 18.2% had union catalogs available which included AV materials on the regional level.

31. Of the systems surveyed, 18.2% loaned AV materials on inter-library loan without restrictions.

Combined total number of public libraries and library systems. The following findings are related to budget:.

1. Eight percent allocated the recommended

percentage of the materials budget for AV materials.

2. Twenty percent allocated the recommended percentage of the AV materials budget for repair and replacement.

3. Thirty-two percent spent the recommended amount on equipment in the establishment of the 16mm film collection.

The following findings are related to materials:

4. Thirty-two percent had the recommended number of 16mm films.

5. Forty percent added the recommended number of 16mm films in a year.

6. Forty-eight percent had the recommended number of sound recordings.

7. Twenty-eight percent had the recommended percentage of nonmusical items in the audio collection.

8. Fifty-two percent had the recommended number of 8mm films and/or filmstrips.

*9. Twenty-eight percent had slide collections.

10. None had the recommended number of videotapes.

11. Sixty-four percent were involved in the preservation of AV materials of local interest.

*These standards applied to the data were concerned with systems, but were related to both systems and libraries in this study.

The following findings are related to space:

*12. Twelve percent had the recommended floor space available for 16mm film operations.

*13. Sixty-four percent had the recommended number of public meeting rooms.

14. Twelve percent had suitable space available in each member or branch library for AV programs.

The following findings are related to staff:

15. Sixteen percent had the recommended number on the AV staff.

*16. Fifty-two percent had a full-time AV specialist.

*17. Forty-four percent had an AV specialist with an accredited library school degree or its equivalent.

*18. Forty-four percent had an AV specialist with the recommended experience..

*19. Forty-eight percent paid the AV specialist the same prevailing salary as other specialists.

*20. Eight percent had a first assistant.

*21. Twelve percent had a technician.

Four percent had a technician with the recommended vocational training and experience.

*These standards applied to the data were concerned with systems, but were related to both systems and libraries in this study.

The following findings are related to services:

22. Sixty percent provided guidance for individuals and groups in the selection and use of AV materials.

23. Forty-four percent trained patrons in the use of AV equipment.

24. Forty-eight percent allowed all registered patrons to borrow AV materials.

25. Ninety-two percent provided information and referral to other sources of AV materials not in the collection.

26. Sixty-eight percent had current AV reference tools as part of the reference collection.

*27. Twenty-four percent had a preview area available for public use.

28. Seventy-two percent had separate catalogs or indices of AV materials available for public use.

29. Twenty-four percent included AV materials in the library catalog.

30. a. Of the libraries surveyed, 28.6% had union catalogs available which listed AV materials on the local level.

b. Of the systems surveyed, 18.2% had union catalogs available which listed AV materials on the

*These standards applied to the data were concerned with systems, but were related to both systems and libraries in this study.

regional level.

c. No union catalogs including AV materials were available on the state level.

31. Twenty percent loaned AV materials on inter-library loan without restrictions.

CONCLUSIONS

On the basis of the analysis of the data, the following conclusions were reached:

1. This study shows that among the California public libraries and library systems surveyed, there are extensive inconsistencies in the range and character of the AV services, in the variety and quantity of AV materials provided, in staffing, financing and in space provided for AV services.

2. Audiovisual materials and equipment appear to be inadequately financed in the vast majority of public libraries and library systems surveyed.

a. Of the public libraries surveyed, only 14.3% responded that they allocated the recommended percentage of the materials budget for AV materials. The recommended percentage of the AV materials budget was allocated for repair and replacement by 28.6% of the public libraries in this survey. Of the

libraries surveyed, 35.7% spent the recommended amount on equipment in establishing a 16mm film collection.

b. None of the library systems responded that they allocated the recommended percentage of the materials budget for audiovisual materials. Only 9.1% of the systems answered that they allocated the recommended percentage of the AV materials budget for repair and replacement. Of the systems surveyed, 27.3% spent the recommended amount on equipment in establishing the 16mm film collection.

3. Collections of AV materials in most libraries and systems surveyed need to be increased in size and diversified in types of resources. Collections of AV materials of local interest, 8mm films and/or filmstrips and sound recordings were the strongest resources in both libraries and systems. Most collections need to be increased in the areas of 16mm films, slides, nonmusical recordings and videotapes.

a. AV materials of local interest were preserved by 64.3% of the libraries and 63.6% of the systems.

b. The recommended number of 8mm films and/or filmstrips were found in 57.1% of the libraries and 45.5% of the systems.

c. Collections of the recommended number of sound recordings were in 57.1% of the libraries and 36.4% of the systems.

d. 16mm film collections of the recommended size were reported in 35.7% of the libraries and 27.3% of the systems. The recommended number of 16mm films were being added annually by 35.7% of the libraries and 45.5% of the systems.

e. Slide collections were reported by 28.6% of the libraries and 27.3% of the systems.

f. The recommended percentage of nonmusical tapes and recordings in audio collections was reported by only 21.4% of the libraries and 36.4% of the systems.

g. None of the libraries or systems had the recommended number of videotapes.

4. A public meeting room of the recommended size was provided by a majority of the libraries and systems. Adequate space is needed for both 16mm film operations and also for programming in the vast majority of the libraries and systems surveyed.

a. A public meeting room for AV programs for groups of 100 or more was available in 64.3% of the libraries and 63.6% of the systems.

b. The recommended floor space for 16mm film operations was available in 14.3% of the libraries

and 9.1% of the systems.

c. In 7.1% of the libraries and 18.2% of the systems, each branch or member library had suitable space available for AV programs.

5. Staffing practices differ greatly from one library or system to another. The vast majority of libraries and systems surveyed are understaffed with regard to ALA audiovisual standards. An AV staff was lacking in more than a quarter of both the libraries and systems. In many public libraries and library systems, where the AV staff was below the recommended number or where there was no AV staff, the AV work was done by the existing staff in addition to their regular duties..

a. The AV staff in 57.1% of the libraries surveyed was below the recommended size. There was no AV staff in 28.6% of the libraries.

b. The AV staff in 54.5% of the systems surveyed was below the recommended size. There was no AV staff in 27.3% of the systems.

c. Full time AV specialists were employed by half of the public libraries surveyed. An AV specialist with an accredited library school degree or the equivalent was reported by 42.9% of the libraries. An AV specialist with the recommended experience was on the staff in 28.6% of the libraries. The AV specialists in

35.7% of the libraries were paid the same salary as other specialists.

d. Full time AV specialists were employed by 54.5% of the systems surveyed. An AV specialist with an accredited library school degree or the equivalent was reported by 45.5% of the systems. An AV specialist with the recommended experience was on the staff of 63.6% of the systems. The salary for an AV specialist was at the same prevailing rate as that for other regional specialists in 63.6% of the systems.

e. There was a first assistant in 7.1% of the libraries surveyed and in 9.1% of the systems surveyed..

f. None of the libraries had a technician on the staff. A full-time technician was on the AV staff of 27.3% of the systems. Only 9.1% of the systems reported a technician with the recommended training and experience.

6. In the area of audiovisual services, there is unevenness in the range provided by public libraries and library systems surveyed.

a. Information and referral to sources of AV materials not in the collection were provided by all of the libraries and 81.8% of the systems.

b. Current AV reference tools were included in reference collections by 78.6% of the libraries and 54.5% of the systems.

c. Separate AV catalogs or indices were maintained by 71.4% of the libraries and 72.7% of the systems.

d. Guidance in the selection and use of AV materials was provided by 42.9% of the libraries and 81.8% of the systems.

e. All registered patrons were allowed to borrow AV materials by 50% of the libraries and 45.5% of the systems.

f. Patrons were trained in the use of AV equipment by 57.1% of the libraries and 27.3% of the systems.

g. A preview area for public use was provided by 21.4% of the libraries and 27.3% of the systems.

h. AV materials were included in library catalogs by 28.6% of the libraries and 18.2% of the systems.

i. Union catalogs including AV materials were available in 28.6% of the libraries and 18.2% of the systems.

j. AV materials were loaned on inter-library loan by 21.4% of the libraries and 18.2% of the

systems.

7. Fifty percent or more of the public libraries surveyed met the recommendations of only 8 or 44.4% of the 18 library related standards which were the bases for the questionnaire. The areas in which 50% or more of the libraries met the standards were: a) Sound recordings, b) 8mm films and/or filmstrips, c) Training patrons in the use of AV equipment, d) Borrowing of AV materials, e) Information and referral to sources of AV materials, f) Preservation of AV materials of local interest, g) Current AV reference tools, and h) A separate catalog for AV materials.

8. The majority of library systems surveyed met the recommendations of only 8 or 30.8% of the 26 system related standards which were the bases for the questionnaire: a) Availability of a public meeting room, b) A full time AV specialist, c) Salary of the AV specialist, d) Guidance in the selection and use of AV materials, e) Information and referral to sources of AV materials, f) Preservation of AV materials of local interest, g) Current AV reference tools, and h) A separate catalog for AV materials.

9. AV materials and equipment are used extensively in children's services. There are wide variations among the libraries and systems surveyed regarding the range of materials and equipment available. In some libraries and systems, AV materials and equipment appear to be adequately

provided in branches or member libraries. In other systems and libraries, the equipment and materials are rotated among the member libraries or branches. In some situations, the equipment and materials seem to be in short supply for the branches and member libraries.

10. When questioned about their philosophy toward AV in public libraries, almost all the respondents answered with a positive attitude. Many positive developments in the AV field in California public libraries and library systems were cited including construction of new libraries with expanded AV facilities, federal and state funded projects, other innovative programs and the appointment of a California State Library AV Consultant.

11. Financial problems were cited by several of the respondents in relation to staff, materials, equipment and services.

12. While circulation statistics could not be analyzed because so few libraries and systems reported them, there did appear to be heavy use of AV resources according to the figures given.

RECOMMENDATIONS

The findings of this study suggest the following recommendations:

1. That a more comprehensive study of California

public libraries serving populations of 150,000 or more and the California library systems be carried out based on the revised audiovisual guidelines which are scheduled to be published by the American Library Association in 1975.

2. That a comprehensive study be conducted of California public libraries serving populations smaller than 150,000 based on the new audiovisual guidelines for small and medium sized public libraries which are scheduled to be published by the American Library Association in 1975.

3. That the California Library Association adopt the American Library Association audiovisual guidelines or create its own original AV standards which would reflect conditions uniquely affecting California public libraries and library systems.

Such standards could incorporate a staffing formula reflecting the large areas of California which are sparsely populated in relation to their geographical size. The sizes of AV staffs for some libraries and systems in this study may appear disproportionate because of the large geographical areas served. According to the ALA staffing formula, a staff of $3\frac{1}{2}$ is recommended for 2,500 to 2,999 square miles served. Staff is then added at the rate of $\frac{1}{2}$ staff member for each additional 500 square miles served. The formula notes that this "is not applicable to an agency giving service on a

statewide basis."¹⁵⁶ Service is not given on a statewide basis by any of the libraries or systems surveyed. However, the area served by many of the libraries and systems in this survey is equal to or surpasses the geographical size of some states. Some of the large areas served by libraries and systems in this study are sparsely populated in relation to the area served. When applied to certain libraries and systems in this study, this particular ALA standard presents problems which may be unique to California.

4. Such standards should be used as a basis for future planning, and the evaluation of services, staff and resources by the State Library, the public libraries and the library systems.

5. Study the financing problems which seem to be inhibiting AV development in some California libraries and systems.

6. a) Encourage the development of union catalogs including AV materials on a statewide basis.

b) Encourage more widespread development of union catalogs on the local and regional levels.

7. Encourage more widespread inter-library loan of AV materials.

8. The California Library Association, in cooperation with the colleges and universities in the state

¹⁵⁶Ibid., p. 15.

offering programs in Librarianship and/or Media Technology, study the curricula and plan for the relevant education of AV specialists and first assistants for public libraries and library systems as well as other types of libraries.

9. The California Library Association should consider setting up standards for the training of technicians, in consultation with institutions in the field of vocational education.

10. Study the AV related needs and interests of the public served by representative California public libraries and library systems. This public includes but is not restricted to Chicanos, Blacks, Portuguese-Americans and other minority groups, the economically deprived, migrant workers, the physically handicapped, senior citizens and non-book oriented individuals.

11. Study collections of AV resources in public libraries and library systems on the basis of the availability of materials in subject areas relevant to the needs of the library's public.

12. Carry out in-depth studies of the availability of AV resources for different age groups served by the public libraries and the library systems as well as the relationship of AV services to library work with these groups which include children, young adults and the aged.

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APPENDIX A

PARTICIPANTS IN STUDY

PUBLIC LIBRARIES

Alameda County Free Library
Hayward, California 94544

Contra Costa County Library
Pleasant Hill, California 94523

Fresno County Free Library
Fresno, California 93721

Orange County Public Library
Orange, California 92668

Riverside City and County Public Library
Riverside, California 92502

San Bernadino County Library
San Bernadino, California 92415

San Diego County Library
San Diego, California 92123

San Diego Public Library
San Diego, California 92101

San Mateo County Library
Belmont, California 94002

Santa Ana Public Library
Santa Ana, California 92701

Santa Clara County Free Library
San Jose, California 95112

Stanislaus County Free Library
Modesto, California 95354

Stockton-San Joaquin County Library
Stockton, California 95202

Ventura County and City Library
Ventura, California 93001

APPENDIX A--Continued

LIBRARY SYSTEMS

49-99 Cooperative Library System
Stockton, California 95202

Inland Library System
Colton, California 92324

Kern County Library System
Bakersfield, California 93301

Long Beach Public Library System
Long Beach, California 90802

Los Angeles County Public Library System
Los Angeles, California 90053

Los Angeles Public Library System
Los Angeles, California 90017

Mountain-Valley Library System
Yuba City, California 95991

North State Cooperative Library System
Willows, California 95988

San Francisco Public Library System
San Francisco, California 94102

San Joaquin Valley Library System
Fresno, California 93721

Santa Clara Valley Library System
Mountain View, California 94040

APPENDIX B

QUESTIONNAIRE

AUDIOVISUAL MATERIALS AND SERVICES
IN CALIFORNIA PUBLIC LIBRARIES
AND LIBRARY SYSTEMS
A SURVEY

Please respond on the lines to the right.

1. Name of Library or System (optional) _____
2. Number of people served _____
3. Area in square miles served _____
4. Percentage of materials budget
allocated for AV materials _____
5. Percentage of AV materials budget
allocated for repair and replacement _____
6. Amount of money spent on equipment in
establishing 16mm film collection _____
7. Number of 16mm films in collection _____
8. Number of 16mm films added each year _____

- | | |
|--|---|
| 9. Number of other AV materials
in collection | Circulation Statistics
for past year |
|--|---|

Sound recordings	_____	_____
Audio tapes	_____	_____
reel to reel	_____	_____
cassettes	_____	_____
cartridges	_____	_____
Records	154	_____

APPENDIX B--Continued

	Number	Circulation
8mm films	_____	_____
Super 8mm films	_____	_____
Filmstrips	_____	_____
Framed art prints	_____	_____
Slides	_____	_____
Video tapes	_____	_____
Total circulation of AV materials		_____
10. Percentage of audio collection consisting of nonmusical tapes or recordings		_____
11. Square feet of floor space available for all operations related to 16mm films		_____
12. Number of public meeting rooms large enough to conduct all types of AV programming for groups of 100 or more		_____
13. Number of member libraries or branches		_____
14. Does each member library or branch have suitable space available for conducting AV programs?		Yes ____ No ____
15. Number of persons on AV staff:		
Total number		_____
Full time AV specialists		_____
AV assistants		_____
AV clerks		_____
AV technicians		_____
Student workers		_____
Other: Please specify positions and number		_____
	_____	_____

APPENDIX B--Continued

16. Does AV specialist have ALA accredited Library School degree? Yes ____ No ____
If answer is no, specify degree held _____
17. Number of years of experience of AV specialist in public libraries:
a. in AV in public libraries _____
b. in areas other than AV in public libraries _____
c. Specify areas and years of experience _____

18. Number of years of experience of AV specialist in AV other than public libraries and types of experience _____

19. Is the salary for AV specialist the same prevailing rate as other age or subject specialist positions? Yes ____ No ____
20. Is there a first assistant on AV staff? Yes ____ No ____
21. Does the first assistant have an ALA accredited Library School degree? Yes ____ No ____
22. If the answer is no, what type of degree is held? _____
23. What is the AV experience of the first assistant - type of experience and number of years? _____

24. Does AV technician have specialized AV vocational training? Yes ____ No ____
25. If the answer is yes, specify type of training and number of years _____

APPENDIX B--Continued

26. Number of years of experience and
type of experience of AV technician _____

27. Does AV staff provide guidance for
individuals and groups in the
selection and use of AV materials? Yes____No____

28. Does AV staff train patrons in the use of AV equipment?
in workshops _____
on individual basis _____
statistics if available _____

29. Can all registered patrons borrow AV materials? Yes____No____
If the answer is no, who is allowed
to borrow AV materials?

Please check appropriate column to the right.	Yes	No
30. Does the Library (System) provide information and referral to sources of AV materials not in the collection?	_____	_____
31. Is the Library (System) involved in the preservation of AV materials of historical or special value to the community?	_____	_____
32. Are current AV reference tools part of the reference collection?	_____	_____
33. Is there a preview area available for public use?	_____	_____
34. Is educational broadcasting service available in the Library (System)?	_____	_____
35. Are AV materials included in the card catalog or book catalog?	_____	_____

APPENDIX B--Continued

Please check appropriate column to the right. Yes No

36. Are union catalogs available which include AV materials?
 - a. On the local level _____
 - b. On the regional level _____
 - c. On the state level _____
37. Is there a separate catalog or index of the Library's (System's) AV materials available for public use? _____
38. Does the Library (System) lend AV materials on inter-library loan? _____
39. Extent of AV materials and equipment and their use in children's services.

40. Your philosophy of AV in Public Libraries.

APPENDIX C

LETTER TO PARTICIPANTS

UNIVERSITY OF WISCONSIN
STOUT
MENOMONIE, WISCONSIN 54751



P.O. Box 237
Menomonie, Wisconsin 54751
June 1, 1974

I am a graduate student in the AV Communications (Media Technology) Program at the University of Wisconsin-Stout.

Because of my background in Public Library work in California for almost ten years and my interest in AV, my research investigation project is based on a survey of Public Libraries in California with regard to their Audiovisual resources.

This survey is based on certain criteria in ALA's GUIDELINES FOR AUDIOVISUAL MATERIALS AND SERVICES FOR PUBLIC LIBRARIES. The questionnaire is being mailed to the 42 Public Library Systems and Regional Library Systems serving populations of 150,000 or more in California.

It will be greatly appreciated if you will complete this survey and return it before June 30, 1974. A stamped addressed return envelope is enclosed.

Upon completion of the research, I will be glad to send you a summary of the survey results if you desire.

Thank you for your kind attention to my request. I can assure you that your cooperation is sincerely appreciated.

Sincerely yours,

Mary E. Bogan
Mary E. Bogan

Mary Bogan has devised an interesting and valuable survey of California library audio-visual activities and programs. Although this survey overlaps some with our annual California Public Library Report, it will provide unique information to help California libraries in planning for improved av services. I hope you will take time to complete the enclosed questionnaire.

Wesley A. Doak
Wesley A. Doak
AV Consultant; California State Library

APPENDIX D

FOLLOW UP LETTER
TO PARTICIPANTS

P.O. Box 237
Menomonie, Wisconsin 54751
August 17, 1974

UNIVERSITY OF WISCONSIN
STOUT
MENOMONIE, WISCONSIN 54751

In June, I mailed questionnaires for a survey of audiovisual resources in California Public Libraries to the Public Library Systems and Regional Library Systems serving populations of 150,000 or more in California.

According to my records, I have not received a completed questionnaire from your Library System. It is important to have your Library System represented in the survey so that I can present an accurate report of audiovisual resources in California Public Libraries.

A duplicate copy of the questionnaire is enclosed with a stamped, addressed envelope. It will be greatly appreciated if you could complete the survey and return it before September 7.

Upon completion of the research, I will be glad to send you a summary of the survey results if you desire.

I can assure you that your cooperation is sincerely appreciated.

Sincerely yours,

Mary E. Bogan
Mary E. Bogan

Mary Bogan has devised an interesting and valuable survey of California library audio-visual activities and programs. Although this survey overlaps some with our annual California Public Library Report, it will provide unique information to help California libraries in planning for improved av services. I hope you will take time to complete the enclosed questionnaire.

Wesley A. Doak
Wesley A. Doak
AV Consultant; California State Library